

# COMPUTERWORK

THE NEWSWEEKLY FOR THE COMPUTER COMMUNITY

Weekly Newspaper

Second-class postage paid at Boston, Mass., and additional mailing offices

May 24, 1972

Vol. VI No. 21

## NEWS IN BRIEF

### Software Exemption Bill Due for Changes

**SACRAMENTO, Calif.** — A bill that would have given users and vendors a two-year reprieve from taxes on bundled and unbundled software has been pulled back from Gov. Ronald Reagan's office by its sponsor for changes that could result in making standard programs taxable.

The bill has been put back into an Assembly-Senate conference committee, and if an agreement is reached, could be acted on again this week.

The deadline for action this term of the legislature is Friday.

The bill's sponsor, Assemblyman Joe A. Gonzales (D-La. Marada), said the bill was pulled back because it would have resulted in a \$4 million revenue loss for Los Angeles County.

Bundled software is currently being assessed and taxed there.

Neighboring Orange County is also assessing bundled software. The bill would have permitted the evaluation of bundled or unbundled software for the value of the media it was stored on.

### Schneider Pleads Guilty To Theft in Phone Case

Special to Computerworld

**LOS ANGELES** — Jerry Neal Schneider, 21, arrested for allegedly stealing nearly \$1 million worth of equipment from Pacific Telephone Co. by cracking the firm's computerized remote access inventory system (CW, Feb. 16) has pleaded guilty to grand theft.

Schneider, who had been scheduled to go to trial this week, entered his plea last week before Superior Court Judge George M. Dell.

The judge set July 5 for sentencing on a single count of grand theft.

The remaining counts, including theft, burglary and receiving stolen property, were not dismissed but were set aside for disposition at the July hearing.

### On the Inside This Week

CW Photographer Queries SJCC

Attends on Data Security — Page 3

Cartoonist Views SJCC — Page 9

IBM Withdraws Extended 360/30

Maintenance Abroad — Page 35

Communications — 18

Computer Industry — 35

Editorial — 10

Education — 25

Financial — 42

Professional Viewpoint — 12

Societies — 23

Software/Systems — 15

Systems/Peripherals — 21

## Afips' Hour of Decision

## Joint Conferences at 'Crossroads'

By Edward J. Bride

Of the CW Staff

**ATLANTIC CITY, N.J.** — The close of the Spring Joint Computer Conference here last Thursday signified the end of an era.

No longer will the "convention centers" of the eastern and western U.S. be used for the spring and fall conferences. Atlantic City and Las Vegas served their purpose when the JCC committees were worrying about 1,000-booth limitations, but the recession has cut the show down to a third of that.

Exhibiting companies have steadily decreased from a high of more than 300 to 144, and the large mainframe makers have all stopped exhibiting, in favor of the special "vertical" shows sponsored by other industries.

In reaction to this apparent trend, future JCCs, beginning next fall, will be held in greater population centers, according to their sponsor, the American Federation of Information Processing Societies (Afips).

Early Thursday afternoon, the overall attendance total was 13,542, including 1,993 exhibitor personnel. The new one-day registration for the technical program attracted 439 people, a one-day exhibit-only fee drew 2,509, as opposed to the 429 people who registered for three days of exhibits.

## IBM Plans \$40M Study To Develop 'Secure' DP

By a CW Staff Writer

**ATLANTIC CITY, N.J.** — IBM is embarking on a \$40 million, five-year project to develop data security options "as near as we can come to the limit of the art," and to make these options available to large users.

T. Vincent Learson, IBM chairman, said three "highly qualified user installations" and a fourth at IBM would be used to "build a sound body of knowledge and develop some hands-on experience" with the new security capabilities.

In the keynote address at last week's



Keynote audience fills the hall.

Total technical registration, including the one-day types, the students and military who attended at reduced rates, and complimentary registrations, was 4,550.

Afips also indicated, the shows themselves may change in nature. There is consideration being given to holding just one national show, plus possibly several regional/technical conferences, with or without exhibits.

The alternatives include two- or five-day conferences. Afips thus is at the crossroads of important decisions regarding the future of the JCCs.

The equipment manufacturers were visibly affected by the continuing computer

recession, as evidenced by the scarceness of new products as well as the number of companies.

There were only about five new end-user products introduced, and the equipment in the exhibit hall consisted mostly of communications gear, CRT displays, other peripherals and OEM equipment.

After the deep concern over social issues in the past three years, the technical program got "back to basics" with a highly structured conference, featuring only three regular panel discussions, plus two open meetings Wednesday evening that drew large crowds.

Only seven people attended the single meeting dealing with social issues, a "Forum on the Environment," which was sponsored by a subcommittee of the Association for Computing Machinery.

The computer's "Coming of Age" is the theme for next fall's conference, but the maturity of the industry and of users was much discussed by Keith Unchapter, outgoing Afips president.

In a special presidential address Wednesday morning, Unchapter reminded his audience that "with maturity has come the requirement for discipline," such as "documenting programs so that when programmers move to other jobs, we don't have to reinvent the wheel to get the work done."

Discipline also includes "manpower planning," Unchapter continued, "to prevent the feast and famine aspect of overemployment in some areas and underemployment in others."

Unchapter also expressed pleasure with the paid attendance figures and the quality of the technical program, noting there was standing room only in many sessions.

During the conference luncheon, Peter Denning of Princeton University was presented the "Best Paper" award for his dissertation on "Operating Systems Principles and Undergraduate Computer Science Curriculum."

Denning presented two other papers during SJCC, including one which had already won an ACM prize in separate "competition."

Luncheon speaker Dr. Andrei P. Ershov discussed human factors and aesthetics of programming, commenting that this discipline "requires accuracy going beyond that needed in other types of engineering."

Spring Joint Computer Conference here, Learson said computer users' concern for data security is "still on the back burner." Manufacturers have not developed better safeguards because there has been "little market demand," he noted. One other hindrance to built-in optional safeguards, he claimed, was that priority had to be given "to throughput and other requirements that taxed the limited memory capacity" of the new generation of computers.

IBM is trying to "anticipate" the demand for data security before it becomes "immediate." The stated goal of the five-year research program, he continued, is "to give the customer the means to control access to sensitive data in his system and shut the unauthorized person out." The developments will be made available to small users, "where possible," he said. The data security project is closely tied to Learson's concern about potential invasion of privacy represented by increased usage of computers to collect and store information, he said.

Taking note of some bills pending in Washington, he commented that "the trouble with legislation is that you never know where it's going to end."

While the legislation would affect consumer items such as billing, it could also deal with data banks, he indicated.

"Problems can be better solved within our own house," he stated, "with sensible (Continued on Page 2)



(CW Photos by V.J. Farmer)  
T. Vincent Learson



## Goal of 5 Facilities

# California to Act on 5-Year DP Center Consolidation

By Marvin Smalheiser

OF THE CWC STAFF

SACRAMENTO, Calif. — The Assembly Means and Means Committee is expected to act this week on a bill to implement a state long-range master plan that would consolidate 25 computer facilities and save an estimated \$185 million over the next five years.

The state plan was presented in a revised

version last week at a hearing of the Ways and Means Committee which heard testimony from Battleground, Inc., Honeywell Information Systems and Unibac.

The plan is estimated to cost \$4.5 million in "recoverable" seed money during its first 24 months and would lead to the eventual installation of all IBM equipment.

The three testifying manufacturers ex-

pressed the desire that contracts for installation be open to competitive bidding.

IBM's Battleground Corp., which has a major computer system with the state, nor IBM testified.

G. Lee Smith, state DP officer, said the five major systems would include business and services, human relations, revenue, law enforcement and state colleges.

A state colleges center is now operating

with CDC equipment; law enforcement, RCA; and the human relations agency, with a mix of RCA, Burroughs and IBM.

Smith said the three centers with mixed or non-IBM equipment would stay essentially the same for the present, although the human relations center could undergo some changes during the initial 24-month period.

Benefits of the plan were described as: the availability of large computers to all departments; a single statewide network to transmit data; and the improvement of certain services to the public and local government.

The proposal has already received blessings of the governor and the California Information Systems Implementation Committee, a joint legislative-executive body established last year.

### Satellite Miniprocessors

The basic concept of the master plan is to provide a large-scale central computer facility with remotely located satellite miniprocessors to make available to all state users a portion of the central facility.

The approach would use a combination of remote batch entry, large-scale on-line interactive computing, massive data base operations, selected conversational routines batch and typical standard DP operations.

One of the objectives would be massive conversion to standardize operations on IBM's Cobol, Aps, a Computer Utility Rate Board would be established to set up rates and policies.

California has been studying ways to consolidate its DP systems since 1965. A draft of a long-range master plan was drawn up in 1969 and a final version in 1970 during the current fiscal year and not until the present version was revised this year by Smith.

The state is spending over \$83 million for DP during the current fiscal year and the amount is expected to increase to more than \$200 million a year by 1975.

## People, System Certification Pushed

By Edward J. Bride

OF THE CWC STAFF

ATLANTIC CITY — The semiannual joint computer conferences are probably over as they are known today, and "we're at the crossroads" of major decisions on changes, according to Walter L. Anderson.

The incoming president of the American Federation of Information Processing Societies (Afps) acknowledged that the organization is considering a switch in policy, to have one national show per year, with the possibility of adding three regional conferences a year.

Anderson was elected president of Afps prior to the opening of the SJCC. Next July he will succeed Keith Unapher, who resigned from the Rand Corp. to form an Information Sciences Institute at the University of Southern California.

At a wide-ranging press conference, Unapher, Anderson and other Afps officials discussed certification of programs, the "system certification" effort, the possible establishment of an office in Washington to lobby for the computer industry (see story Page 38), and the JCCs themselves.

Anderson said his top priority when he takes office will be the joint computer conferences. Unapher sees the Washing-

ton "central office" as Afps' most important function, but said he had to spend more time on the JCCs. Originally planned, because of economic problems.

The number of exhibiting companies has continued to drop over the last four conferences, although the number of paid attendees appears to be on the upswing.

The DP societies have expressed concern over decreasing revenues from Afps, and later this year the federation will be voting on whether to increase the number of full "revenue-sharing" societies from three to five.

The new Afps slate of officers, to be installed July 1, besides Anderson (who is president of General Kinetics, Inc.), includes Dr. Robert A. Kudlich, vice-president, who is business area manager for air traffic control systems at Raytheon. Richard B. Blue will replace Donald E. Walker as secretary, and George Glaser takes over the treasury from Robert W. Rector.

Don Parker, chairman of the professional certification committee, announced a plan to survey 2,000 programmers of the user community to establish universal job descriptions.

The end product of this survey will be a report, to be released in August, on the types and skills of programmers, as seen by themselves.

The Data Processing Management As-

sociation, which awards a Certificate in Data Processing and which is not a member society of Afps, was involved in some of the planning of this survey, Parker reported.

Regarding the systems certification effort, John Godden said his Systems Improvement Committee was planning to be field-testing guidelines for security and privacy within 12 months.

He likened system certification to the establishment of "building codes." The first systems review manual will be a book of questions and attitudes, not preconceived solutions, he noted.

Users will test security guidelines proposed by Godden's committee. Acknowledging the parallel effort announced by IBM Chairman T. Vincent Learson, Godden and other officials said they could foresee sharing test information with IBM, but no formal combination of efforts.

IBM and Afps will employ the same approach, that of testing installations for the projects. IBM will be testing software against unauthorized access, however, and Afps will be testing the adequacy of the user checks.

Looking ahead to the Fall Joint Computer Conference, Dec. 5-7 in Anaheim, Calif., Anderson predicted the addition of a vertically integrated seminar package would have a positive impact on attendance.

COMPUTERWORLD  
THE NEWSPAPER OF THE COMPUTER INDUSTRY

TM Reg. U.S. Pat. Off.

ROBERT M. PATTERSON, executive editor, V.J. FARMER, news editor, RONALD A. FRANK, technical news editor, E. GRADE LUNDHILL JR., computer industry editor, DONALD LEAVITT, software editor, EDWARD BRIDGE, JUDITH KRAMER, FRANK PIASTA, MARK UPTON, staff writers, MARVIN ARONSON, LESLIE FLAVAN, copy editors, PATRICIA M. GAUVREAU, editorial assistant.

J.H. BONNETT, European bureau, NEAL WILDER, national sales manager, DOROTHY TRAVIS, sales administrator, FRANCES BLACKMER, market research, LEE DOTY, production manager, HENRY FLICK, production supervisor.

EDITORIAL OFFICES: 701 Washington St., Newton, Mass. 02160. (617) 332-5606; TWX 710-335-6635. Computerworld, c/o TIC Future Ltd., 100 Gray Inn Rd., London, W.C.1, England (01-492-8980).

Second-class postage paid at Boston, Mass., and additional mailing offices. Published weekly (except a single combined issue in November) one week in December and the first week in January by Computerworld, Inc., 701 Washington St., Newton, Mass. 02160. © 1972 by Computerworld, Inc.

Reproduction of material appearing in Computerworld is strictly forbidden without written permission. Send all requests to publication manager.

25 cents a copy; \$9 a year in U.S.; \$10 a year in Canada; Airmail to Western Europe and Japan, \$15 a year. Other foreign rates on request. MARGARET PHELAN, circulation manager, Four weeks' notice of change of address. Address all subscription correspondence to circulation manager, Computerworld, 701 Washington St., Newton, Mass. 02160.

W. WALTER BOVY, publication manager, PATRICK J. MCGOVERN, publisher.

BPA AIA  
POSTMASTER: Send Form 3575 of change of address to Computerworld Circulation Dept., 701 Washington St., Newton, Mass. 02160.

## Learson Details Data Security Plan

(Continued from Page 1)

methods of accounting control, better education and training.

Under the security measures, access will be controlled by "locks and keys" in the system, with users setting their own thresholds according to their needs. The "locks and keys," he said, would be in both hardware and software, but mostly the latter.

The study centers will be located where the IBM Resource Security System will be installed; the system will be fitted to IBM's OS release 21, and tested in operational environments through the end of 1973, he said.

There has been little if any direct interaction with Afps on this project, Learson indicated, despite the fact that the federation recently announced a major project to develop a "checklist" for users acquiring new systems.

The checklist, formally known as a Systems Review Manual, will be designed to provide users with a list of security-related questions, to be used in evaluating the adequacy of security.

The IBM approach will attempt to discover "a fair measure of how secure the system is — against penetration," Learson noted. Other considerations will be access control (logical and physical facilities), terminals, files, the whole question of user identification, cost, ease of operation and in-house personnel.

"We must take a look at our own kinds of people in the computer room," he suggested. "The systems programmer and systems operator have privileged access" to the system, he added.

What is needed might be "techniques

that would control their using their special access to the system to obtain data they have no real need to know."

The IBM chairman may have surprised some attendees when he suggested that "probably at no time in the whole 20-year history of this industry have we ever stood at the brink of greater technological change in the makeup of systems."

These developments, he explained, "should make the computer easier to use, easier to program. They should make it possible," he continued, "for us to store huge data files and have easy access to them. They should help us to get on with new applications where the barrier, until now, has been cost."

Learson later told a press conference that these breakthroughs would be chiefly in the area of large memories, to make programming easier. He did not specify any one time for these developments, nor cost differentials or memory sizes.

What has caused built-in data security to become a "paramount" need, he said, was the development of applications into more sensitive areas of information, multiprogramming, large-scale data bases, time-sharing and remote access.

The flexibility planned for the user-studied security measures, he promised, will provide a "strong choice" as to how or as high a threshold as you think you need. And what you are willing to pay for.

"Obviously, we are never going to build a system that is absolutely crackproof," he conceded, but "we can go a long way, beyond where we are now — and at a cost that will make sense."

Part of the reasoning behind this effort is the desire to avoid "silly regulation" being contemplated in Washington, he noted. Any security measures developed and/or approved will be made public knowledge, even if IBM does eventually build them into systems or makes them program products, he said.

User reaction to Learson's speech varied, from "belated" to "not an overriding concern" to "too much on software security, not enough on physical security."

Users did feel the "small segment" of the computer community involved in maintaining or on-line data base management could benefit from the expenditures (see related story, page 37).

Government control would lead "only to a stifling of innovation," he commented. Regarding the privacy issue, he said public policy must dictate "how much and what kinds of information" should be collected, "who shall have access to it, and for what reason."

While there is little indication that computerized files are now being integrated and interconnected, particularly those bases containing personal identification information, "it could happen, and that's what has people alarmed."

"Obviously," Congress is taking the initiative regarding "the need for information on the one hand, and the protection of privacy on the other."

"Data security protection has direct effects on privacy legislation, he implied, since access is one of the chief questions facing the developers of data banks.



## CW's Inquiring Photographer Asks...

## Data Security: How Important Is It?

By Edward J. Bride

Or the CW staff

ATLANTIC CITY — After IBM Chairman T. Vincent Learson's statement that data security was becoming a "paramount" need, *Computerworld* asked some computer users at the SJCC for their impressions of data security needs.

Their responses were requested as "personal," rather than policy discussions of their own plans. The question: Is data security a growing concern, or is it being "overplayed"?

Henry H. Peterzohn, ADP policy officer and telecommunications representative, Office of the Secretary, U.S. Department of Health, Education and Welfare.



Bergman



Holland



Abernathy

"The size of files, such as those Social Security uses, makes compromise difficult. They use literally thousands of tapes, and access is nearly impossible unless the person knows the innards of the operation. In some cases, service may outweigh security considerations, and the end-user may have other needs, which he places above security of his own information."

Anthony R. Abernathy, systems support analyst, Citicorp Service Co.

"Separation from the computer room



Kemper

Cohan

makes it easy for a knowledgeable systems engineer to gain access to confidential data. I see more users taking physical precautions, but in software, not so much. There is a fair chance that the only result of more software security will be more difficulties for users to get their data."

Morton D. Cohan, manager of computer science, E.R. Squibb & Sons.

"I don't see security as a major problem, except for the rare on-line user. In some instances, users can't even access their own data bases. Right now, most people operate in batch mode, and aren't that concerned over data security problems."

Joseph F. Kemper, production com-



Johnson

Peterzohn

puter systems designer, U.S. Steel Corp. "This is very definitely a problem, but in physical access more than data."

"I've walked into computer centers where I am not employed, and have actually used the computer. Users don't realize the problem until something happens."

Dieter W. Bergman, manager of automated graphics, Philco-Ford Corp.

"Any problems I've seen could be handled through OS changes; there are many tools not used out there. We developed our own sign-off through passwords and sign-on sign-off techniques."

William Holland, systems engineer/applications, Douglas Aircraft.

"I don't see this as an overriding concern, except on an individual basis as

isolated cases occur. The industry does have the responsibility to help solve the problem, and I'm sure IBM has studied the situation enough to know the need, even though the problem affects a small segment of the user community."

Carl K. Johnson, educational coordinator, Insurance Services Office.

"I see some areas where there's more desire for data security than need. The security study is probably belated, because of increased industrial espionage. Some safeguards are already available, however, both user-designed and from vendors. This is probably a growing concern among users, and it relates to the need for the desire to know certain things."

FOR SALE

**IBM SYSTEM 3**  
Disk and Communications

**IMMEDIATE DELIVERY**

Call "Sonny" Monosson or Bill Grinker  
(617) 227-8634

**AMERICAN USED COMPUTER CORP**

10 SCHOOL STREET • BOSTON • MASSACHUSETTS 02108

617 227-8634

HOLDEN COMPUTER GROUP COMPANY

## Get your 360 to work harder. Enhance its memory power.



**Before you think about a 370,  
think about Ampex memory enhancement.**

More memory means more resident programs, simpler programs, larger buffer allocations, increased efficiency... and even new computer applications.

And Ampex ARM Mainframe and ECM Extended Core Memories can make an IBM 360 outperform a 370. ARM doubles or triples mainframe memory; ECM adds core in 1 megabyte increments at high speeds.

Memory to get more out of your computer. Use ARM to double or triple your memory capacity, get more done with your present computer. For example, ARM-22 can expand the 360/22 to 64K; ARM-30 can expand the 360/30 to 128K, and ARM-40 can expand the 360/40 to 512K. The ARM-50 works to one and one half million bytes. Economical, too, on purchase or lease.

ECM provides 1.8 usec cycle time for IBM Models 65, 67 and 75, even faster with interleaving. ECM for Model 50 operates at 2.5 usec. Available in 1 to 8 million bytes to expand memory with no software changes.

Worldwide service, too. For information on ARM, ECM, as well as tape drives and disk drives... call your local Ampex computer expert. Or write.

**AMPEX****AMPEX COMPUTER PRODUCTS DIVISION**12821 West Jefferson Boulevard  
Marina del Rey, CA 90291 (213) 821-8923



## 'Supertoys' (Computers) Can Make Learning Process a Pleasure

By Don Leavitt  
Of the CW Staff

ATLANTIC CITY — Education, on any level, can be more fun and at the same time more effective than it is, and computers and computer-based devices are especially able to add useful pleasure to the learning process, according to Seymour Papert of MIT.

A mechanical turtle that draws designs on command, a CRT-based implementation of the language that drives the turtle and a music synthesizer were illustrated in a movie Papert showed to an overflow audience at a technical session on "The Computer as a Supertoy."

Each of these devices helps the user learn to solve problems and gain a better insight into his own way of dealing with life, Papert said, adding that is the primary purpose of any educational process. Other panelists provided more examples of "supertoy," but disagreed with

Papert's concept of the purposes of learning.

Patrick Suppes of Stanford University illustrated the "drill and practice" capabilities of computers with a game of "Hangman," in which the program interacts in lively fashion with the user, while encouraging him to get the right answer.

Students in an undergraduate-level logic course had been known to spend as much as six hours at a time, he noted, on a terminal, working with a program provided by the school, to solve problems.

### Confusing to Student

Today's educators are too often concerned with isolation of elements of a system, leaving the student utterly confused about the overall picture he should be getting, according to Marvin Minsky of MIT.

By using a computer to simulate animals, to build animals that don't really



Papert discusses computer-based toys that can make learning both fun and more effective.

exist, the student can piece together the parts, as he understands them, to see the overall effect. He can see the interactions of the parts better that way than through the often traumatic experience of, say, a frog dissection, Minsky noted.

The chief function of the supertoys, according to Papert, is to help the user become comfortable with the problem to be solved. Supertoys provide ways, through subroutine programming, by



(CW Staff Photos by M. Upton)

Minsky pondered an attendee's question, which the user can decide as he wishes, uncontrollably large procedure into parts that are completely comprehensible. In this way, a bug is not a major catastrophe, or even necessarily bad, just amusing.

The unexpected results, often considered errors, can become the basis of new and exciting experimentation when viewed in this way, Minsky noted.

## CAI Aids Technology, Not Instruction, Luerhmann Charges

By Judy Kramer  
Of the CW Staff

ATLANTIC CITY — The potential of computers in education goes far beyond the traditional concept of programmed instruction. Computing is a "new and fundamental intellectual resource, not merely a new method of presenting old material," said Arthur Luerhmann of Dartmouth College at a session on "Computers in Instruction."

The session emphasized the pedagogical and philosophical aspects of computers in education, rather than the technology. Luerhmann pointed out that although computer-assisted instruction (CAI) is certainly a more cost-effective means of teaching more people, it does not improve the content of the instruction, only the technology. There are many new skills unique to computing such as simulation, large-scale data base access and complex analysis that will add to a student's total intellect.

He commented that the additional cost of teaching computing along with traditional material, in the long run, be offset by the added value of the education.

Elliott Koffman of the University of Connecticut described an intelligent CAI system in use there. He said the interactive system goes beyond frame-oriented, question-answer systems and attempts to teach problem solving on a very individualized basis.

### Progress Monitored

As a student works on a problem, the computer monitors his progress, asking questions and providing remedial comments. Each student has a "model" or progress record which the computer uses to select the concepts it does not teach, the level of the problems and the amount of monitoring the student requires, Koffman explained.

Victor Bunderson of the University of Texas said large-scale CAI systems are more necessary as the cost of education rises and productivity of educational systems decreases. He proposed that computerized instructional systems do not replace the teacher but rather change the role of the teacher.

"Computers can be used to restructure curriculums to make the presentation more economical and more powerful," he said. Bunderson described a "mainline courseware system" in which the student, not the program, controls the instructional process.

First the student hears a taped lesson. Then, through a specialized keyboard with its own command language, he can elect to rehearse the lesson, select an exercise, ask a question or be tested on the material.

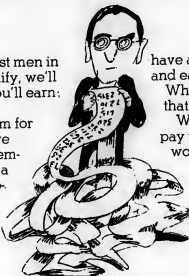
# We want district mgrs.

We're looking for the best men in our business. If you qualify, we'll pay you handsomely. You'll earn: every cent of it.

That will be no problem for the right salesman. We've been a leader in core memory since 1964. We have a full line of add-on memories for the basic System 360 models. As a CorPak salesman, you'll help customers reduce memory costs by 20% to 40%.

Now, we don't want you if you're a sleight of hand artist or a strong-arm man. We do want you if you're an effective, successful salesman. If you have experience selling core memory or peripherals. If you sell by analyzing the customer's operation, identifying problems and opportunities, and figuring out ways for the customer to do things better than he's doing them now.

If you're that sharp, you already



have a job. You're doing well and earning good money.

Why should you give up that to join us?

Well, for one thing, we'll pay you what you're really worth, in base salary, commission and stock options. For another, CorPak makes hard-nosed economic sense. Selling for us, price, quality and service all work for you, not against you.

And finally, we're a growing company. The men we hire will join our team in Los Angeles, Boston, Philadelphia, Washington DC, New York City, Houston, Dallas-Ft. Worth, Detroit, Chicago and St. Louis.

Do you want to work in one of those cities? Are you really one of the best men in our business? Then, pick up the telephone and call us right now. We'll both be glad you did.

**Call Ed Free collect.**  
**Information Control Corp.**  
**(213) 641-8520**



If you want to save money on telephone network connect time.  
If you're trying to pull together a far-flung operation.  
If you're operating a computer network with trouble on the line.

**CALL FREE 800-453-5323**

No matter who you are or where you are in the continental U.S., a toll-free phone call will bring you complete information about our fast-selling new data communications terminal, the UNIVAC® DCT-500.

If you have a problem, our terminal may have a solution.

The 30 characters-per-second print speed, for instance, could help you save money on connect time. (Also switch-selectable for 10 and 15 c.p.s.)

The \$116 per month cost for a KSR unit includes nationwide maintenance. RO and ASR models are also available. Both term and quantity discounts are offered.

Delivery time is 30 days or less, which could put the start-up date of a new system closer to your actual needs.

Print positions are adjustable up to 132, same as on a computer printout.

And, of course, along with the DCT-500 you get Univac support and reliability. Our reputation for

good customer service is riding on every unit we install, and we act accordingly.

We think it's a good investment to make it free and easy for you to find out all you want about the UNIVAC DCT-500.

That toll-free number is 800-453-5323. Or write Univac Communications and Terminals Division, Sperry Rand Corporation, Room 101, 322 N. 21st St. West, Salt Lake City, Utah 84116.

Who needs problems?



**UNIVAC DCT-500**  
★ SPERRY RAND



## Manpower Supply, Demand Figures Show Need to Strengthen Available Programs

By Molly Upton  
Of the CW staff

ATLANTIC CITY — Lack of reliable data makes projections of DP training needs and employment needs difficult, but the DP industry "cannot afford to give up and roll over and play dead, and wake up in five years when the Bureau of Labor has the statistics," urged Alfie Bruce Gilchrist in a session on "Manpower for Computers — Heyday or Cutback."

The Bureau of Labor Statistics as "got to get on the ball so we can make sure we don't get into trouble with the high-level trained personnel as we have with those trained in the lower levels," he continued.

Despite the difficulty of dealing with data in a field that lacks job classification standards and which has been relatively ignored by government statistics, projections indicate the level of training offered is not consistent with market demands. Of the approximately 170,000 graduates in 1971, trained by primary sources for the computer user labor market, only 120,000 have entered the labor force, noted Richard Weber of Alfie. The number of degree programs has doubled since 1966-67, and the number of bachelor programs has almost tripled, from 71 to 206, according to John W. Hamblen, of the Southern Regional Education Board. The number of graduates majoring in the DP fields quadrupled between 1966-67 and 1969-70, he noted.

"When these figures of supply are compared with estimates of demand, we see that there is no longer a need to encourage a crash effort to start new degree

programs at any level," he observed. There is a need, however, for strengthening available programs, Hamblen added.

The level of training is "clearly weighted toward the low end," but there is a trend toward "higher-level education together with a move toward general rather than specific training, and a shift from private vocational schools to publicly supported institutions," Weber said.

The relative newness of the occupations, the tendency of the DP profession to be horizontally oriented, while government collection techniques are vertical, (examining programmers within each industry) and the problem of job definition, are among the reasons for the paucity of DP employment figures. "One man's programmer is another man's systems analyst," Weber added.

But through the collection of data from federal, state and local governments and standard metropolitan statistical areas as well as other sources, Gilchrist and Weber estimated there were about 1 million computer personnel employed in 1970.

Of these, about 150,000 were systems analysts, 210,000 programmers, 200,000 computer operators and 440,000 key-punch operators. These figures exclude the about 170,000 employed by DP manufacturers and those involved in the marketing and servicing of computers. The figure amounts to about 1.2% of the total U.S. labor force, they said. The estimate also excludes people who work with computers, but are classified in other professions, such as accountants or engineers.

In the next 10 to 20 years, the

qualitative character of the DP profession will change; the bulk of the profession will be operating in a host environment of other professions, according to Vladimir Slanec of the Georgia Institute of Technology. There will be a theoretical discipline and a service industry, but the primary justification of data processing will lie in problem-solving applications within the learned professions of law, education, management, health and government, he added.

In the near future, there will be a change in demand toward designers of user oriented systems rather than experts in unit processing.

In conjunction with this trend toward integration with other professions, changes must be made in both the education of DP people as well as doctors and lawyers, he added.

The Bureau of Labor Statistics is currently working on compiling a good base of employment statistics, and is conducting an occupational employment statistics survey, noted Neal Rosenthal of the bureau.

The study will survey DP users to find out "what makes a site tick." Preliminary results will hopefully be available at the beginning of the next year, he added.

Margaret Cox of the Office of Computer Information at the National Bureau of Standards acknowledges the problem of job classification and said her department is working on it. One can assume that government has precise definitions and the mandatory, but it's up to the profession to adopt the titles," she added.

### When Setting Training Standards

## High Priority Urged for Documentation

By Edward J. Bride  
Of the CW staff

ATLANTIC CITY — A data processing manager is concerned with the "total cost of programming," not just the initial cost, and that is where good documentation can be useful, attendees at an evening SICC workshop were advised last week.

Arthur E. Hutt, vice-president and director of data processing at the Bowers Savings Bank, said the "days of documentation after a program is tested" should be over, "because it usually doesn't get done" when delayed. Ivan Flores, organizer of the open session of program documentation, explained what he called a "line-for-line system" of documentation, which keeps this information near the coding, to facilitate changes (among other benefits).

#### Emphasize Importance

Defining documentation as "information about a program that is necessary to change it," Flores suggested that professional groups such as the Association for Computing Machinery should continue to emphasize the importance of documentation when setting training standards.

Weaknesses in training programs devised by both vendors

and users were criticized by Martin A. Goetz, a vice-president of Applied Data Research. Too often, Goetz commented, new programmers are not impressed with the need for documentation.

"You have to ram it down their throat," he said, "after they've learned not to document their work."

Speaking from the audience, Goetz also said documentation is a low priority because programmers aren't given sufficient time for projects.

#### Facilitate Change

Another member of the audience praised Flores' "line-for-line" method, stating that having documentation in the code, rather than in some typewritten document, greatly facilitates the process of change, as well as the actual documentation of the changes.

Flores called his method "intra-program documentation," and further explained it as a description, within the program, of just what process is going on. Two types of "extra-program" documentation would be "summary" (introductory) and "detail" (description of input and output files, and the functions a user or operator must perform to make the program work), Flores noted.

Fanelist Hutt said that, as a manager, he is "more concerned with extra-program documentation," so that all costs can be identified. Documentation should be a "normal byproduct" of any systems management process, he said.

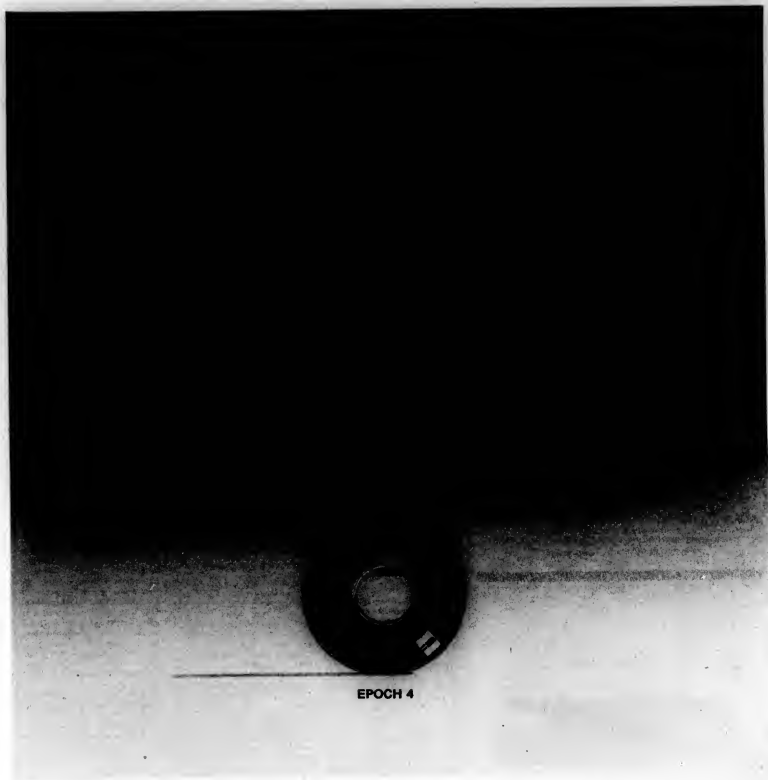
Besides identifying programming costs, documentation will enable the manager to interrupt a project because of changing priorities, illnesses or other reasons, and not incur new costs from the interruption.

Initial documentation is easier to control than changes, or other special circumstances, but all areas must be given importance by managers and programmers, Hutt said.

Flores, consultant and instructor at Baruch College, conducted the Wednesday session as a non-structured workshop because he was "discontented" with the format of other program sessions.

The lack of time and inadequate attention given to audience interplay at other more formal meetings left much to be desired, he commented. About 500 people attended the session, and throughout most of the two hours, at least two people were standing at each of the four microphones placed in the audience for questions.





EPOCH 4

**This is a group photo  
of every tape in the world  
with a 20-year warranty.**



**GRAHAM  
MAGNETICS**

GRAHAM, TEXAS 75048



## Disk Packs

## Cartridges



## REFURBISHING SERVICE

All makes repaired and recertified to Manufacturer and GSA Standards

## FREIGHT PAID BOTH WAYS During

May 8, June  
10 DAY SERVICE

Atlantic Research Bldg.  
Shirley Highway at Edsall Road  
Alexandria, Virginia 22314  
(703) 354-5100  
W.B. Sinclair (Bus)  
J.W. Constantino

PRECISION METHODS INC.

EXPAND  
THE USE OF YOUR  
PDP-8 SYSTEM

Now you can...  
CONVERT IDLE TIME TO PERFORM  
PROFITABLE BUSINESS FUNCTIONS

with the following...  
FULLY OPERATIONAL APPLICATIONS

- Sales Order Entry
- Billing
- Accounts Receivable
- Inventory Control
- Accounts Payable
- Sales Analysis
- Mailing Lists
- Financial Accounting

MORE  
GOOD  
NEWS

We'll help evaluate your Commercial Data Processing Program needs... you're under no obligation.  
Contact:



COMPUTER INTERACTIONS • INC.  
A PUBLICLY OWNED CORPORATION  
425 NORTHERN BLVD. • GREAT NECK, N.Y. 11021  
516-487-9810 • 212-895-7435



This is the new Novar 5-40 MOD II for use in on-line polling and addressing systems. It has both software and communication compatibility with 360's and 370's, and it can transmit and receive at rates up to 2400 baud.

Novar Corporation • 2370 Charleston Road  
Mountain View, Calif. 94040 • (415) 968-2272  
Offices in Principal Cities

613 INFORMATION SYSTEMS

## Hardware Wrapup

## New Mini Offers PDP-10 Power

By Frank Pesta

On the cusp of ATLANTIC CITY — A mini-computer, graphic CRT system, an OCR page reader that uses a laser beam, a voice synthesizer... they all contributed to make "variety" the catchword of the 31CC hardware display. The first computer from Digital Computer Systems, the System 32, is said to offer performance levels equal to the DEC PDP-10, but is priced in the range of the PDP-15.

The general-purpose System 32 is designed for real-time use, multiprogramming environments. It features a 32-bit word length, 500-nsec cycle time, and a 32K byte MOS solid-state memory expandable to 2M bytes, in 32K increments. Bulk memory can be used to further increase memory capacity to more than 8.5 million bytes, the company said.

## Processor Architecture

The architecture of the processor includes six general-purpose registers and two floating-point registers. The multiprogramming hardware for dynamic program relocation, protection of system and inactive user programs and program reentrancy are included. The instruction set includes



The Data Disc Anagraph system can combine graphics with alphanumeric characters.

single- and double-precision floating point, subroutine entry argument transfer, byte manipulation, string comparison, table search and block transfer instructions. Six data types can be handled: logical and arithmetic bytes, half-word, full-word and single- and double-precision floating point.

The system also features automatic priority interrupt and hardware context switching, as well as concurrent processor and multiple I/O channel operation. A basic System 32 with 32K bytes (8K words) of memory costs \$39,900. Deliveries will begin in the fourth quarter of 1972.

The Anagraph from Data Disc, Inc. is a multichannel graphic display system designed to operate either on-line to an IBM 360 or 370, or off-line as a stand-alone system. It can produce a page of 3,840 upper- or lower-case characters in .3 sec. Graphics are displayed on a 640-by-480 individually addressable bit matrix, the company said.

## Multiterminal System

The Anagraph multichannel system can be used as a multiterminal system driving up to 32 black/white displays; as a color system by combining channels

to drive the color guns of color CRTs; or the channels can be combined for form overlay or protected data displays.

Hardware consists of a video generator and a disk memory for display refresh, an Interdata Model 70 mini as a dedicated display processor, disk data storage up to 2M words, keyboard/multiplexer, power supplies and up to 16 remotely located keyboard/monitors.

Software for system house-keeping functions as well as

tional core memory up to 32K, 7- or 9-track magnetic tape drives and paper tape or punched card output.

The 14-2000 cost \$35,000. Delivery is 90 days.

Computer Transceiver Systems Inc.'s Execuport 1200 operates at speeds from 10 to 120 char./sec. and is available in a variety of forms ranging from the basic print mechanism to a complete KSR with modem and all electronic components.

The unit is an asynchronous



(CIV Photos by F.J. Pesta)

The Creative Logic LV-2000 OCR reader incorporates a laser beam and fiber optics.

selected utility, applications and support programs are provided. The Anagraph is designed to emulate the IBM 2260 terminal and is compatible with 2260 software.

The Anagraph system will range from \$3,000 to \$10,000 per terminal depending on the number of terminals attached to the system. Delivery is 180 days.

## OCR Page Reader

Creative Logic Corp. exhibited an automatic-feed OCR page reader, the LV-2000, that employs a laser beam and fiber optics. Reading rates are above 3,200 char./sec, the company said.

Source data is prepared on an IBM Selectric with special type ball incorporating Logic Font which combines a modified bar code with alphanumeric characters.

The pages, which are 5 in. by 3 in. to 9 in. by 11 in. and feed at the rate of 10/min, are handled with an automatic vacuum feed with an optional double detector. Input hopper capacity is 150 sheets.

Operational features include selective field scanning, and programmed editing and formatting. Special features include addi-

serial printer that can produce up to five copies and an original on standard perforated paper from 3-1/2 in. to 14-7/8 in. wide.

The printer uses a printhead with 35 needles and solenoids arranged in a 5 by 7 matrix. Electronic impulses actuate the needles, driving them against an ink transfer ribbon as the head is carried along the frame by a moving belt.

The asynchronous mode of the printer enables it to accept a continuous data stream without filler characters making it compatible with nearly all low- and medium-speed teletypewriters, the company said. The basic character set, Ascii, can be replaced with an Ebcidic set. Both are available at extra cost.

Prices range from \$2,770, for the printer only, to \$5,330. Delivery is 90 days.

An unlimited vocabulary is the chief attraction of the VS III Voice Synthesizer from the Vocal Interface Equipment Group of Federal Screw Works.

The unlimited vocabulary originates from the use of phonemes to construct the sounds used in spoken language. English is currently available, and versions that can "speak" any other language can be supplied, the company said.

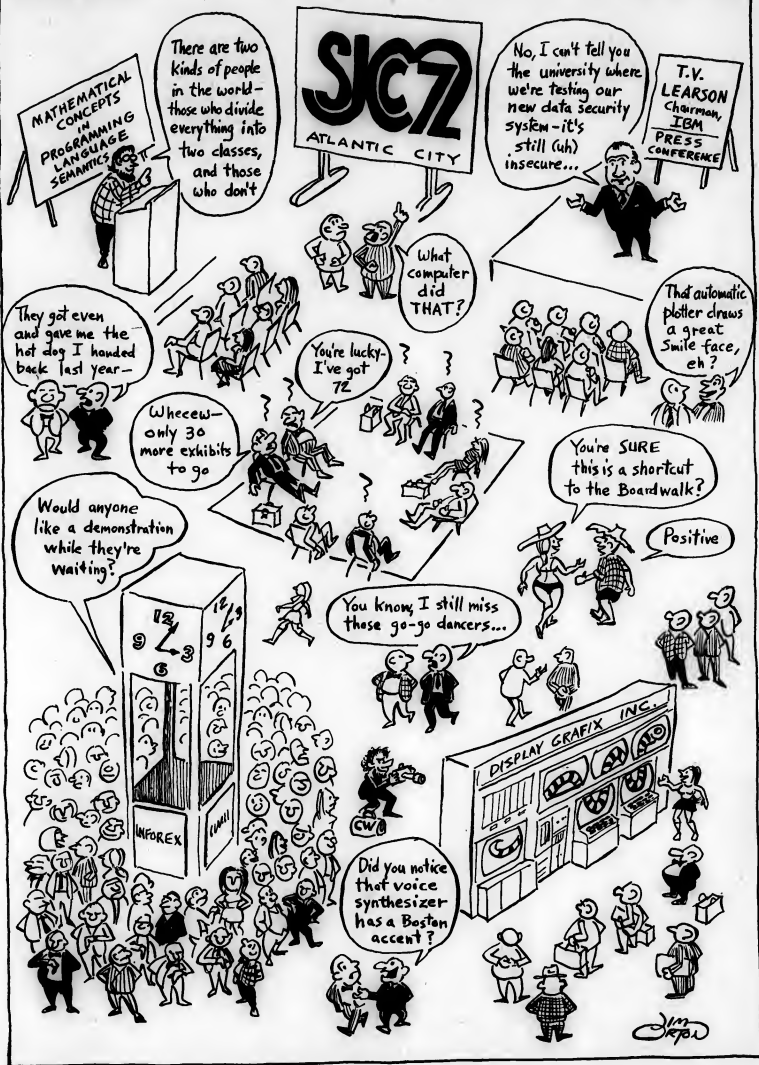
Eight data bits, six phonetic command bits and 16 inflection command bits are required for each phoneme to be used. Typically, the company explained, there are as many phonemes in a word as there are letters. (Phonemes are the basic unit of speech and represent the individual sounds made by the speaker.)

The VS III can be operated either with its own self-contained vocabulary or with a vocabulary stored in an external memory, retrieved and transmitted by a computer. The price of the unit is about \$5,500.



Computer Transceiver Systems, Inc. president Allan G. Jacobson demonstrates the Execuport 1200 printer.







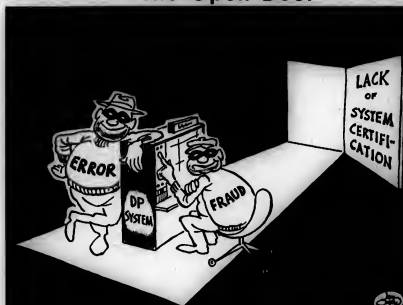
## Editorial

### Policing the Police

Acting FBI Director L. Patrick Gray 3d has said he will appoint a 12- to 18-member advisory committee to help guide the activities of the FBI. Members will include congressmen, social scientists, law enforcement personnel, academics and various other experts.

And *New York Times* columnist Tom Wicker has proposed that a bipartisan study be made of the FBI prior to the appointment of a new director. The group, to be composed of congressmen, law enforcement personnel, past and current heads of government agencies and representatives of the public, would come up with recommendations on how a secret police force should function in a democracy.

We think both committees are an excellent idea — provided that they each include at least one data processing expert who believes in using computers with restraint. The potential overuse or misuse of DP by the FBI is simply too important a subject to be left to persons uninformed of the hazards.



## A Case Study—or How Not to Run DP Operation

By Eberhard C. Stotko

The system and data processing organization in a large corporation can be the source of unlimited frustration, excessive costs and extensive confusion — or it can blend into its business environment as a valuable and respected component of the total organization.

Success or failure of DP efforts depend on numerous factors, but in their sum total they boil down to one single term: management.

Apparently the top management of a majority of corporations has not as yet

avoided the effects of size.

Maintaining machine utilization levels in excess of 90% for 24 hours a day, seven days a week became an obsession, because it was the only quantified factor by which the management of the center was judged by corporate management. With little or no safety margin for error re- runs, plus weekly, monthly and other periodic peak loads, it was only a question of time for the service level to deteriorate to a point where the entire business operation was affected.

Priorities were established and delivery schedules were changed to suit the computer capacity. Some customers accepted this "rape by computer" in silent resignation, others designated their own job channels who walked their particular jobs through the entire center.

The ensuing traffic problem warranted a major study resulting in self-locking doors and restricted access to the computer area.

Scheduling the work for over 35 computers became a task of almost unmanageable proportions, and verbal inquiries into the status of a specific job could no longer be answered.

The increased flexibility in assigning operators to computers also caused a complete loss of "job identity" or even job familiarity.

Efficiencies brought about by repetitive exposure to specific jobs were lost. Programmers and analysts soon regarded it a futile effort to try to locate and query the particular operator who handled a job which did not turn out right.

"Eggs in One Basket"

The nightmare of dropping that single basket which contained all the eggs occurred to some planners of this center only after it had been built. If disaster were to strike the nerve center, a major corporation would be rendered inactive overnight.

Even if master files were to remain intact, it appeared unlikely that stand-by capacity or replacement computers could be made available on such short notice.

Added to the burden of the already much-harassed managers of the data center, corporate management became impressed by the absolute cost of operating the center, and began viewing computers not as a means of cost-cutting, but rather as a target of a savings campaign. This obviously indicates a failure of the responsible staffs to properly inform top management of the role computers do or should play in the modern business environment.

The vicious circle of incompetent computer-management became very evident

in the budgeting scheme. Under the false notion of best obtaining management control over the usefulness of computer applications, all costs of the DP operation were assessed out to the customers.

This approach predictably created these three principle problems:

#### Lack of Formula

1. The absence of an exact and realistic formula for obtaining assessment rates led to erroneous evaluation of system performances, and discrimination against the further development of some highly useful applications.

2. Budget planning and forecasting had to be done jointly with the area serviced. Most customers, however, could not clearly predict their requirements six to 18 months in advance. Therefore, the experience and knowledge of the DP manager determined whether the resulting budget was theoretical or realistic.

Corporate management, on the other side, failed to recognize that, if manpower and expense ceilings are fixed, the maximal capacity is fixed as well. But time and time again the DP managers were expected to perform an upward variable amount of work with a fixed budget.

#### Customers Charged

3. Because of the cost levying practice, customers were charged (directly or under cover-up titles) for computer re- runs due to programming errors, although the responsibility for program develop-

ment and maintenance rested with the DP center.

The case study gives reason for concern because:

● It happened within one of the top ranking U.S. corporations, where one would expect to find the best know-how available.

● It becomes evident that upper and even top management is largely rendering only lip service to the significance of employing computers in a modern business environment.

● In such an atmosphere of toleration — but in absence of truly meaningful top-management directions — the systems and DP departments grew into a pretty autonomous organization with a natural interest in self-promotion and with the latent danger of becoming a self-purpose. A confusing and misleading terminology was created and propagated, and such vague concepts as management information systems were advanced to justify another quantum jump in DP budget volume.

Unless we find ways and means to reduce the "achievement gap" between proclaimed computer capability and actual performances, growing disenchantment with computers will spread among corporate management and prohibit or delay the application of the inherent computer potential to the real challenges of the manufacturing industry in the '70s and '80s.

Eberhard C. Stotko is an independent management consultant.

## Viewpoint

established a meaningful relationship with the resource "computer," which precludes the possibility of harnessing it in an efficient manner as a team-member of the more conventional resources of the "SM" variety, namely: men, machines, material, money and methods.

The case study of a typical large manufacturing company headquartered in the Midwest, with facilities all over the world, supports this contention. Although computer management comprises other aspects, the following comments are restricted to the organizational structure of the systems and DP activities and the administrative principles by which they are guided.

With heavy DP requirements at a divisional and corporate level, centralized processing was merely a question of degree when first considered by the company in the mid-'60s.

#### 'Nerve Center'

The anticipated economic advantages of a corporate DP center over divisional installations led to the formation of a "nerve center" with over 35 computers under one roof.

Operating statistics proved almost from the start the corporate center permitted a greater machine utilization than ever experienced before in the company, and the new organization was soon heralded as the key to the achievement of an optimal price/performance ratio for computer jobs.

Now, only four years after completion of the center, it is being broken open organizationally, accompanied by a partial physical dismantling, to overcome the woes which this impressive assembly of computer power brought about.

What happened?

A number of things, some caused by inexperienced management, others by the

## Letters to the Editor

### Business Forms Salesmen Might Have Had Answers

Alan Taylor's May 10 report headlined, "Readers Want Respect for Student, Teacher and Parent," evoked some sadness and some glee among many of the professional business forms salesmen. Sadness... because none of the respondents suggested that a business form "pro" might have helped the customer avoid such ridicule; glee... because more of your readers will undoubtedly seek a closer rapport with their former design salesmen.

J. Arthur Woodward  
Woodward Associates Inc.  
Fayetteville, N.Y.

### 'Keep Up With the Joneses'

Looking at the school report in the

Taylor Report [CW, May 10], it appears as if somebody finally is succeeding in catching up with the Joneses. After all, computers are in! Let's join the crowd!

In order to show off, somebody evidently broke loose a lot of money to pay for consulting services, not considering the extremely doubtful outcome!

What an excellent way to handle the taxpayer's money.

W. Rassenberger

Cleveland, Ohio

Computerworld welcomes comments from its readers. Preference will be given to letters of 150 words or less. Letters should be addressed to: Editor, Computerworld, 797 Washington St., Newton, Mass. 02160.



## Automated Tape Libraries

# Current Hardware Kept in New Concept

"Automated tape libraries" are a recent development which can affect magnetic tapes and their future — and which particularly may obsolete many current distinctions between disks and tape systems.

Two of these libraries are under delivery of their first production units by firms in New York and Colorado. The first library scheduled for delivery is being produced by Advanced Digital Systems (ADS) in Mahwah, N.Y.

### Tape Delivered to Drive

The ADS Automated Tape Library consists of a minicomputer which takes in from the computer system data about what tape reel is needed. With a disk (either on its own, or on the main computer), this information is converted into the storage location where the reel is stored. Trolleys serve the reel down to this location being the reel down to near the computer itself. Sometimes this is done by an overhead transport system which leaves the reel suspended over the tape unit, and sometimes by placing it at a convenient central point.

After it has been delivered to near the computer, the tape leaders receive a message as to which tape unit is to be used, or as to whether or not it can be mounted on any free drive. All they have to do is take the reel from the automated library system and mount it.

ADS feels the system can be designed to cut the time to load a reel to approximately 10 to 30 seconds.

The calculations look good, and I like the system in general.

Xytec Corp., in Boulder, Colo., has a more completely automated system

scheduled for early 1973 delivery. In the Xytec library the automated is carried further. Instead of the reel just being obtained from the library, and prepared for the operator, the Xytec system com-

of course, hold a lot more data than disks can — and now they have gone on-line! What has actually happened is that tape has become an on-line medium. Tape has become, in fact, a very powerful on-line

*"The real development is the hybrid system — disks-and-tape — with the disks controlling the response time for the majority of the answers, and the tape providing the economy of storage that will make really large data bases practical."*

pletes the loop, and actually mounts it on a self-loading drive. (This restricts the types of drives with which the Xytec system is compatible.)

Both ADS and Xytec systems are being sold with various incentives — such as the

medium because it still retains most of the comparative cheapness of tape storage.

(As a rule of thumb, Xytec estimates its equipment cost as approximately the same as the cost of the tape drives it

The tape is taken from a preload position, mounted on the drive and the mounting arm is retracted so that the load instruction can be given by the minicomputer. Richard Sills of Xytec Corp. demonstrates and Alan Taylor checks the timing.

the systems as either normal sequential units or as on-line systems. He does not have to look himself in — and that is the important part of the new concept.

The concept could lead to a battle between tapes and disks for the on-line data base market. But despite tape's great advantages of price, this is really unlikely to happen. Disks still have the fast access which is not practical on current tape units, and which is needed to handle on-line applications.

It would appear then that in a fight between tapes and disks for the on-line market, disks would still beat tapes even though tapes can now be automatically mounted.

In data processing, simplistic solutions are often not the best ones. In this case, what is being omitted from consideration is the fact that tape is a sequential medium versus disk war — is the fact that the two media are complementary — with the tapes giving cheap storage and the disks giving fast access.

The real development is the hybrid system — disks-and-tape, with the disks controlling the response time for the majority of the answers, and the tape providing the economy of storage that will make really large data bases practical.

This development of tape/disk data bases is particularly important since it removes the economical argument on all those incomplete data base systems. In the past, data base shortcomings have been justified by saying that since users must hold all data on disk, and, since disks are so expensive, data processors have the right not to hold full records, even though the public may suffer from the resulting inaccuracies.

In a joint tape/disk inquiry system, the most frequent answers to inquiries are held on the disks, but when either the accuracy of a given answer is questioned, or when unusual questions are asked, the system can go back and pull out full records.

That is much preferable to the current methods of inquiry handling which often involve working through the day-by-day records, or through thousands and thousands of microfilms.

Of course, one of the points about the success of an on-line tape system, or more likely, an on-line tape/disk system, is that it makes the amount of data that can be obtained within a given time frame very important. Obviously, if the data available is large, one minute can be increased, then the system becomes more efficient. But that is a whole new story which I will discuss later.

Copyright © 1972 by Alan Taylor. Reproduction for commercial purposes requires written permission. Limited numbers of copies for non-commercial purposes may be made provided they carry this copyright notice. The views expressed in this column do not necessarily reflect those of Computerworld.

### The Taylor Report By Alan Taylor, CDP



The connections which allow the minicomputer to give instructions to each tape drive are handled by one logic card, shown here by Frederick McNeil. The improved security of the tapes, the reduced operational requirements and the greater throughput through faster mounting of tapes. These are certainly valid, but even more important is their impact on disk systems — which previously have been the only mass on-line media. Tapes,



The gentleness of the picking operation, where the tape reel is picked from its position in the library for transport to the tape reel, is demonstrated on an experimental system by Paul Badum, Xytec vice-president of operations.

supplies — so one way to consider the tape mounted in such a system would be to simply double the standard drive costs.)

There have been other attempts at making tape an on-line medium, before the automated libraries, of course. Gruman's Mastape is one such instance — and there are others. These, however, required the user to employ special tape systems, while the automated library concept makes no such demands.

With such a concept the user can handle

## Schools Rise to Furr Challenge

The latest news on the progress of the Furr Challenge Cup Contest — which is open to data processing schools in the U.S. — shows that many schools across the country are prepared to challenge Coleman College's claim as "the best data processing school in the country" (see Roll of Honor).

Cole Furr, the originator of the challenge, commented that it was a decent list. "But," he continued, "where are all those schools with the great advertising

### Taylor Updates

claims? And not a single inquiry from Honeywell?"

Outside the schools themselves, claims of excellence in education are coming from others in the data processing industry — such as J.C. Greco, director, corporate systems, Kenosha Auto Transport Corp., who writes:

After reading the article on Coleman College in the Taylor Report, I felt you should be apprised of another fine data processing institution in Kenosha, Wis. (population 70,000). Kenosha Technical Institute is rapidly becoming one of the finest technical schools in the country. An associate degree in data processing can be obtained from K.T.I. after two years of intensive data processing studies. Since the course is geared only for those with a high proficiency in data processing, the dropout rate is quite high.

K.T.I. has a placement record with the local industries of approximately 97%. All of the students placed locally have advanced themselves to systems analysts,

senior programmers, project leaders, senior system analysts and data processing managers.

A scholarship is available annually to the students from the local Racine/Kenosha Chapter of DPMA. Six members of DPMA sit on the school's DP advisory board in regard to hardware and software decisions. Since Cobol and RPG are the prevalent languages used in the area, these are the languages taught by the school.

K.T.I. does not have a placement director paid by commissions. The school has a waiting list each semester of high school graduates, veterans and some college graduates who desire a DP career.

During the Wisconsin state competition in 1971, K.T.I. won 11 of 12 available categories in data processing. At the national competition in Indianapolis, Ind., K.T.I. entered three of four available categories and took three first-place awards. In 1972, K.T.I. won 20 categories at the Wisconsin state competition out of 22 available categories.

A few of the nationally known firms hiring K.T.I. graduates in the area are: American Motors Corp., Jockey Menswear, J.I. Case Co., Snap-On Tools, Western Publishing and Eaton Yale & Towne, Inc.

I have contacted the DP director at K.T.I. and informed him of the article and the opportunity to compete for the Furr Challenge Cup Contest.

Well, here's hoping that K.T.I. will join in the Furr Challenge Contest. To compete, write to Paul Salcido, Furr Contest, San Diego, Calif., for details. Closing date for entries is July 1. Alan Taylor.

### The Furr Challenge Roll of Honor

California State Polytechnic College, Pomona, Calif.

Coleman College, San Diego, Calif.

Computer Learning Centers, Los Angeles, Calif.

Control Data Institute, Long Beach, Calif.

Control Data Institute, Pasadena, Calif.

Control Data Institute, San Fernando Valley, Calif.

Control Data Institute, Southfield, Mich.

Corning Community College, Corning, N.Y.

Emily Griffith Opportunity School, Denver, Colo.

Florissant Community College, St. Louis, Mo.

George Washington High School, Denver, Colo.

Kirkwood Community College, Cedar Rapids, Iowa

Lathig Community Community College, Schneeknecht, Pa.

Long Beach City College, Long Beach, Calif.

Oakland University, Rochester, Mich.

Tulsa Junior College, Tulsa, Okla.

Virginia Computer College, Reston, Va.

Ware Associates, Hudson, Mass.

The schools above indicated they are prepared to compete with all-comers regarding the excellence of their data processing educational courses. All honor to them!



## The Professional's Viewpoint

# CPA-Like Certificate Gets Good Reader Reviews

The May 3 Taylor Report suggesting that a CPA-like certificate might be useful in data processing has nurtured several ideas in readers' minds. In general, most readers appear to welcome the concept as a real advance, although they advocate some points they want considered. One reader, however, disagreed—saying it would be of no value—since, he claimed, "There is no market for it; no one would fund it."

More positively, however, here

The Professional Viewpoint page is prepared by the editors of *Computerworld* in cooperation with the SCDP.

are some other views expressed. Your opinions will be welcomed, and should be sent to the Professional Viewpoint Page, c/o Computerworld, 797 Washington St., Newton, Mass., 02160.

### Help for 'Poor User'?

The auditing of programs and systems against standards is an area almost nonexistent in data processing.

It has always been considered demeaning by an analyst to suggest he stick to standard practices. First, he thinks you're restricting his initiative and independence. Second, he claims he does not have those "good things" anyway.

You don't do have much to do with data processing to realize this is not the case.

I feel that, like accounting, EDW would benefit by the knowledge that the system may be audited against certain standards.

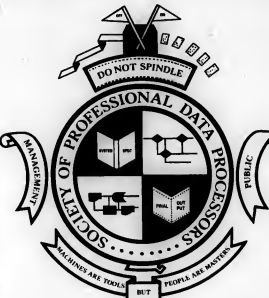
The one who would benefit the most is the up-to-now "poor user." —James Boughtner, Supermarkets General Corp., Woodbridge, N.J.

### Ethical Base Needed

I think it is important that all of us in the industry seeking professional standing realize that, while standards, a body of knowledge, education, experience and examinations are all necessary for professionalism, what is really needed is a set of general principles or ethical base. Professionalism implies a dedication to some set of guidelines which supersede the self-interest of the individual or of the corporation at any point in time.

The maintenance of these standards must be done by people who change the standards consistent with a philosophy which runs entirely through the technical problems to which the standards are being applied. Perhaps a more appropriate view is that the standard itself is embodied in morals and ethics of the philosophy, and the individual technical rules are merely examples as to how that ethical "standard" is applied in specific situations.

The question remains, of course, even if you believe my concept of a "moral crusade" toward professionalism, as to how to implement such ideals in some somewhat cynical practical manner. The answer seems to lie in the educational process itself. Contrast that to data processors who don't care to suffer at all,



One way in which the difference between the DP professional society and the CPA-like role suggested for the CDPs can be illustrated is shown above in the drafts of possible coats-of-arms. On the left is the realm of the actual data processor extending from system specification to final output; while his authority is symbolized as being the right to demand that his systems in operation are not sabotaged. On the right, the very different certifier-type role suggested for the CDPs is illustrated as starting

but merely want the gray im-

mediately. As I read this letter, I sound almost evangelical in my approach. Somehow I don't see myself as the Bill Gates of data processing; I'm really a gray-seeking cynic like the rest of the gang. I do see, however, that until we begin drafting the "ethical standard" rather than the "technical standard," the search for professionalism will frustrate us all. —Joseph L. Podolsky, director, Equity Systems, San Francisco, Calif.

### Audit Systems Too

The certificate under discussion will have value in improving professionalism in data processing only if it is used to assure business and industry users that the systems as well as the programs they are using have been examined by a person with a wide background experience, coupled with the requisite training, to enable a person to state unequivocally that the user's data processing is being performed with adequate controls, safeguards and utilizing efficiently the equipment the user is operating.

I also feel that any audit of a DP accounting system (done by an outside CPA) should include an examination of the system and programs utilized to be done in sufficient detail to preclude any fraudulent manipulation of data or accounts. If this were established as the minimum standard to be met to obtain the certificate of a holder of the CDP title, then and only then would it be worth the certificate that the CPA places on his report of audit.

This leads me obviously to a further clarification of the second question. I firmly believe that the professional-level examination should be devised so as to determine the candidate's

knowledge, not only of data processing in general, but of the standards expected of professional programmers.

An overall requirement of five years experience in the profession or two years working directly for and assisting a CDP holder performing audits of systems would not be unrealistic.

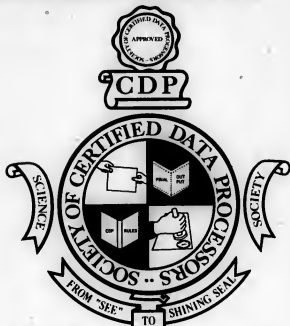
If we want the CDP to mean anything to our profession, we will have to insist on expert qualifications and the proper use of the certification of a DP system. Then and only then will business, and especially management, look to the CDP holder with the same respect they give the CPA. —Verne W. Wozniak, DP manager, Borden, Inc., Plant City, Fla.

### Test Attitudes

I was very pleased to see the May 3 Taylor Report because I feel very strongly he finally "hit the nail on the head." The specific comment regarding the CDP's most valuable function in the profession is encouraging professionalism in the general DP practitioner rather than simply among CDP holders.

Further, I would strongly support the particular point that a CDP holder should not necessarily be considered superior to non-CDP holders but simply that he has the necessary qualifications to certify whether a given system or operation meets the specific standards in the industry, such as that found in the DP industry—although the standards have never been formally prepared nor presented.

Minimum qualifications for a data processor to sign a respected CPA-like certificate demand an individual qualified by professional-level examination and experience. I would add that the professional-level examina-



only when someone asks him to look at a system that is already working—which he then checks against a rule book before he issues his certificate. His authority, symbolized by a seal of approval, is simply to give or refuse his approval. The drafts certainly make the points vivid. What are your opinions—about either the roles of the two societies or about the suggested coats-of-arms?

conforming to technical or ethical standards of a profession." In data processing no such standard exists. By this definition, data processing is not a profession. Therefore, data processors cannot be professionals. If data processors are to create professionalism, it is first their responsibility to create a profession. —Dale W. Harrell, CPA, Pioneer Hospital, Anties, Colo.

### A CPA Comments

I feel that Alan Taylor and probably many CDP holders fail to recognize the significance of a CPA certificate. A CPA certificate cannot be considered as a standard of excellence. A data certificate is nothing more than a license issued by a governing body of the state allowing its bearer to express an opinion on a financial statement.

It is true that to obtain a CPA certificate a person must pass a rigid examination and must achieve a certain level of experience, but the purpose of these requirements is to maintain the value of the CPA's opinion on the financial statement, not to place a premium on the holder of the CPA certificate.

The role of the data processor is quite different. First, few data processors, with the exception of those working as management consultants, are independent of the person to whom they are selling services of their employer.

Second, the accounting profession has grown over a period of many years. During this period of time, a set of auditing standards and a set of accounting principles has been developed. No such set of performance standards has been developed in the DP profession. Without such a set of guidelines, a CDP certificate is of little value except to say that a person is able to pass an examination.

Professionalism is a state of mind and cannot be legislated. Just giving a person a certificate does not make him professional. The dictionary says a professional is "characterized by or

conforming to technical or ethical standards of a profession." In data processing no such standard exists. By this definition, data processing is not a profession. Therefore, data processors cannot be professionals. If data processors are to create professionalism, it is first their responsibility to create a profession. —Dale W. Harrell, CPA, Pioneer Hospital, Anties, Colo.

### Certify CDP Firm

I agree we do need two societies. I have had the feeling that for some time now the DP profession has not been guided in the direction Taylor suggests. Rather, the CPA firms have staffed "management services" (EDP background) to perform various checks against "accounting" standards. However, when asked for an opinion of standard DP techniques, not accounting related, their standards to judge are only as strong (or weak) as the person doing the checking. In some cases they may not be EDP people at all!

In order to be successful we must establish standards for auditing and accounting as realistic and consistent as those established for the accounting profession.

The answer, of course, is the Society of Certified Data Processors and the Society of Professional Data Processors. I can foresee the day when an annual report published by a company contains the certification of the CPA firm saying that "acceptable" accounting procedures were followed and the certification of a CDP firm certifies that "acceptable" DP procedures were followed.

I think this should be one of the major goals to be accomplished by... —D.R. Collins, CDP, KCL Corp., Shelbyville, Ind.



## Communications Wrap-Up

## Modem Changes Frequency For Better Error Control

By Ronald A. Frank  
or the CW staff

ATLANTIC CITY — A modem series that allows a user to "shift" his transmission frequency when high error rates occur was introduced by Tel Tech Corp. at the SJCC. Called a "throughput machine," the modem series combines digital synthesis and spectrum selection to allow the user to shift his transmission path through four frequencies in 200 cycle steps. The company exhibited a 4,800 bit/sec version at about \$5,500, a spokesman said.

The modem operates at speeds up to 9,600 bit/sec on conditioned lines and up to 4,800 bit/sec on 3002-type unconditioned lines for first delivery in July.

Com Data Corp. exhibited its Series 330 data sets which are compatible with Bell 103 and 113 units. The 330 can be equipped with an enclosure to house up to 16 DAAs, thus eliminating space-consuming wall-mounted couplers, a spokesman said. Price of the 330 begins at \$3,000 depending on the number of data sets.

Teletype Corp. displayed its 10 char./sec modem which can operate with models 33, 35 and 38 Teletypes. When ordered as part of a new teletypewriter, the modem costs \$199, a spokesman said. The modem can be field installed at higher cost.

The data set is compatible with Bell 101, 103 and 113 units, but must be operated with a DAA, even though the company is an AT&T affiliate.

A 1,200 bit/sec modem for both dial-up and private lines was on display by GTE Lenkurt. Designated the 26U-1200, the unit features loop-back and carrier detect diagnostics and costs \$499.

Sangamo's T4800B data set, which can operate "on most" dial-up lines, features "adjustable equalizers capable of equalizing most unconditioned lines."

the company said. The unit costs about \$4,000.

A multipoint modem with automatic and adaptive equalization was unveiled by Codex. Equalization time for the unit is rated at 50 msec "without any outside settings or adjustments," the firm said. The Codex 4800, costing \$5,575, uses Quadrature Amplitude Modulation which eliminates the need for separate pilot tones on carrier and timing recovery.



(CW Photos by R.A. Frank)  
Sangamo T4800 gets a thorough inspection by Walter Aydelotte.



S.J. Pushkoff shows Codex modem to Gerald Dubois, Communications Systems.



Monty Strohmeyer takes a look inside the Com Data 330 data set.

## A Special SJCC Announcement:

# IBM agrees to maintain 360 CPU's with selected Fabri-Tek extension core memory attached.

IBM has recently formalized by letter to Fabri-Tek a policy for continuing maintenance of certain 360 CPU's which have been modified by the addition of Fabri-Tek extension core memories.

IBM has inspected Fabri-Tek's alterations and additions to a number of 360 system types, and determined that continued IBM CPU maintenance is practical. System types inspected to date are as follows:

S/360 Model 22 to extend memory capacity to 64K;

S/360 Model 30 to extend memory capacity to 64K;

S/360 Model 40 to extend memory capacity to 448K;

S/360 Model 50 to extend memory capacity to 1 million bytes

IBM will continue to maintain these CPU configurations in the normal manner throughout the United States and in locations outside the U.S. where IBM has an existing service capability. IBM has further confirmed a willingness to inspect any new alterations or of attachments to CPU's not included in the above list, and to add them to approved configurations for service as they qualify.

## 24-hour service in over 125 cities.

Fabri-Tek 360-compatible memories are maintained by a network of more than 1,000 service representatives in over 125 cities in the U.S. These service representatives are employees of Sorbus, Inc., the contractor for 24-hour field maintenance of Fabri-Tek extension memories since May of 1971.

Fabri-Tek also provides a company field support

program for end-user memory maintenance. This support program functions with regional service managers and memory specialists deployed in key locations, and provides direct factory support to the Sorbus organization.

There are presently over 120 installations of Fabri-Tek 360 extension memories in the United States and Canada.

## Computer Picked Girls, No Jury

WICHITA, Kans. — The spirit was willing but unfortunately the girls were a little too young to tackle jury duty.

The two sisters, ages 10 and 14, said they "really got excited" when the registered letters arrived for them, but according to administrative Judge Howard C. Kline of the Sedgewick County District Court, "faulty input" from the census rolls into the privately operated computer produced the underage candidates.

# IBM 360/50

ANY MODEL  
with or without  
1410 compatibility

## Short term lease

Attractive Savings  
Principals Only

CW Box 3633  
60 Austin Street  
Newton, Mass. 02160



# FABRI-TEK

## MEMORY PRODUCTS DIVISION

Leader in Memory Technology For Over A Decade.





(CW Photos by V.J. Ferner)  
Graspen draws eager tests.



Milgo's Sherris assembles her modern users.



Diego operates Hytype I printer in plexi-glass case.

Data General provides on-line terminals to Nova 820 mini.

## SJCC Sights

# Assembler Level Language Rated High for 'Efficiency'

By Don Levitt

Of the CW Staff

ATLANTIC CITY — Benchmarks prove that object code generated by assembler-level languages is more efficient in run-time execution and storage requirements than object code generated by higher-level language compilers. Dr. James O. Henkerson of the University of Michigan told an SJCC technical session on "Techniques for Developing Large Programming Systems."

Efficiency is just a concept, he admitted, and the assembler level programming, while performing so well, may have required a larger staff and more time than the same logic written in high-level language.

There are other ways to improve the efficiency of large systems, other panel members noted, including a new approach to project management and a re-evaluation of the use of conventional, rather than special-purpose hardware, in the light of much improved readily available software.

There must be complete separation of responsibility between staff members assigned to development, integration and testing functions, Robert Worrell of Computer Science Corp. said. The staff may communicate with each other on common problems but decision-making under this plan must fall to a knowledgeable and involved project manager.

Dr. Ronald Rutledge of Carnegie-Mellon University said there is "no incentive" for customers to "use the system efficiently"

At the University of Michigan, programs in Fortran-H ran 2.7 times as long, and used 2.7 times as much storage as assembler programs. PL/I programs, again compared to assembler, took 7.4 times as long to execute and used 4.4 times the core.

At Systems Development Corp., Jovial programming ran 2.5 times longer, and took 2.6 times more storage than assembler coding. Fortran programs took 2.7 times more run time and 2.7 times the storage of assembler generated object code.

At Brown University, the special Language for Systems Development (LSD) showed less degradation, but still ran 2.1 times longer and in 2.6 times more storage than assembler logic. Jovial programs at this site took 2.5 times as long to run and used 2.6 times more core than the lower-level program code.

Fortran V and Sleuth programs, at Westinghouse, had essentially identical run times, but required slightly more storage than assembler programs, he said.

The results should explode the "myth" that well-written, high-level language programs can be as effective as work done in generally available assemblers. More discipline is needed, he said, to control assembler coding as it is being developed, but it is worth the extra cost.

The tests, particularly those at Brown, suggest, however, that system development languages are "the way to go," he concluded.

# 'Commodity' Pricing Works

until a "price for the commodity" is introduced.

In a computer utility where users have terminals, Rutledge would recommend charging extra for work handed "over the counter." This acts as a deterrent to time-sharing, handling of cards, paper or other media.

Implementation of this extra charge has resulted in a switch in the Carnegie-Mellon system usage: 56% of the work is entered through teletypewriter terminals, Rutledge reported.

Another panelist agreed that elimination of card handling increases operational efficiency. Arnold W. Pratt of the National Institutes of Health said terminals are used for data entry for 90% of the NIH computer work.

Both Pratt and a third panelist, Sidney Fernback of Lawrence Livermore Laboratory, agreed that one of the major problems facing computer utilities and other large users would be in software development.

Fernback suggested the utility "cannot be put in the position of relying on manufacturer software," and should either develop its own software or look to producers—customers—for "this software."

Pratt suggested that problems in "specialized software" would affect search-type users, and said successful system usage can best be achieved in the medical field through the development of general language processing.

Software developed at NIH helped eliminate the security-of-access problems, Pratt reported. At the institution, there are 30 separate computers and, in one instance, three systems share on-line access to one bank of disk files.

For example, a panelist also addressed the data security issue. Robert Manna, president of Robert Manna Associates of Dallas, said data privacy is no longer just a security concern, but "it's a task" to expect the utility.

Growing efficiency of on-line mass storage amplifies this problem, he said, and, in the privacy context, both internal and external users. Corporate and customer data must be kept separate, he said.

# Value System Vital to Programmers

By E. Drake Lundell Jr.

Of the CW Staff

ATLANTIC CITY — The problems facing programmers and the intellectual and aesthetic rewards of programming are apparently worldwide, observed Dr. Andrei Ershov, professor at Novosibirsk University and a corresponding member of the USSR Academy of Sciences.

Highlighting the SJCC luncheon last week, Ershov said "it is obvious that in order to cope with the serious problems of our profession, we must not only look at ourselves in the mirror of public opinion, but must also probe inside ourselves."

"The present is a time of difficulty for programmers," he stated. "The volume of work to be done is increasing; wages less so. The romantic aura surrounding this inscrutable occupation is, if it ever really existed, beginning to fade."

Spring Thaw

"Software houses are melting like snow in spring. Professionals accustomed to being strongly in demand now find themselves waiting in the books of the employment agencies," he said, adding that these problems had appeared in Russia as well as in the U.S.

"Even the claim of programmers to be a special breed of professional employee has come to be disputed. Still more significantly," he added, "authority over the free-wheeling brotherhood of programmers is slipping into the paws of administrators and managers—who try to make the work of the programmers planned,

measurable, uniform and faceless."

Ershov said, however, that the subordination of programming to big enterprise is "an unavoidable fact." But he added there is "a certain danger in converting programmers into what is simply a highly paid subgroup of the working class. "If such a tendency is to be resisted, a programmer must find some system of inner values in his specialty, values which can help him both to assimilate industrial working methods and, when necessary, to transcend them," he observed.

Such a system of values, Ershov postulated, is "inherent in programming." These values, he said, are involved with the professional status of programmers and in the aesthetic rewards from pursuing the profession.

Programming, he said, is the "most humanly difficult of all professions involving numbers of men" for the following reasons:

- "Programmers constitute the first large group of men whose work brings them to these limits of human knowledge which are marked by algorithmically unsolvable problems and which touch upon deeply secret aspects of the human brain."
- "In his work a programmer is challenged to combine, with the ability of a first-class mathematician to deal in logical abstractions, a more practical talent enabling him to build useful engines out of zeros and ones, alone."

Feeling for Aesthetic

Because of these peculiarities, "an understanding, a feeling for the aesthetic of

programming is needed, and not only as the driving force for the programmer — it is necessary for those who manage programmers, and especially for those who educate and train them."

Ershov noted that there have been many attempts to put the work of programmers on an assembly line basis, but he said this "can destroy the intellectual work-satisfaction which motivates programming."

In addition, he said the contradiction between the monotony of such assembly line work and the difficulty of the programmer's job "can bring about neurosis."

The ability of managers to deal with such a technical work force like programmers is often limited, he added.

Managers are often unable to deal with this type of staff, Ershov indicated, because as the "typical" of a second industrial revolution the programmer possesses a revolutionary way of thinking.

"That programmers are an elite group is quite evident to me," he stated, adding that "in this respect the activity of programmers represents a challenge to humanity as a whole; a challenge which I hope will be accepted."

"Programming," he continued, "embodies rich, deep and novel aesthetic principles on which are based the inner relationship of a programmer to his profession, which give him both intellectual and vivid emotional satisfaction. This aesthetic has roots in the creative nature of programming, in the difficulties which programming overcomes and in the social significance of programming."



# SOFTWARE SERVICES

## OK for Special Jobs

## Pay-as-You-Use Software Increasing

### Random Notes

#### Census Data Available Through National CSS Net

STAMFORD, Conn. — The full national set of First Count, File A of the 1970 census data, is now available on the National CSS time-sharing network. A data retrieval system called Censac, developed by Becker & Hays for use with this data base, provides access to 400 items of population and housing data for 285,000 block groups and enumeration districts throughout the nation.

Population and housing counts; age, sex, race and family relationship profiles; and housing conditions are among the data items included, network spokesmen said.

#### Major Analysis Techniques All Included in Statpack

ALBUQUERQUE, N.M. — Most of the major analysis techniques are included in Statpack, the Statistical Package Extended, from University Software Inc. Four basic areas covered include regression and correlation, analysis of variance, questionnaire evaluation and discriminant function analysis.

Statpack is written in Fortran IV and requires a 100K partition or region on a 360, and a disk drive. The company is at 221 Princeton Drive, 15001.

**Data Digitized, Recorded**  
BEDFORD, Mass. — Virtually any form of graphic "artwork" can be digitized, recorded, or magnetic tape and analyzed with the Pictorial Analysis Facility service from Information Design Inc.

The service can distinguish 256 shades of gray, and picture sampling can be done at resolutions of 25, 50, 100 or 200 microns. Cost of the service is negotiable, depending on resolution and whether analysis is also wanted. The firm is at the Civil Air Terminal, 01730.

#### PPE Option Monitors CICS

CUPERTINO, Calif. — An Expanded Module Analysis Option, now available for the Problem Program Evaluator (PPE) packages from Book & Baggage, provides a measurement capability for programs and modules loaded by IBM's Customer Information Control System (CICS), versions I and II, in an OS environment.

The option also extends PPE capability by increasing the possible number of analyzed modules from 127 to 254. The option costs \$1,000 in addition to the normal \$8,800 cost of PPE. Book & Baggage is at 18990 Homestead Road, 95014.

By Don Leavitt

Of the CW Staff

Paying for software from outside vendors based on the number of times the package, or parts of it, is used, may soon emerge as an alternative to one-time lump sum payments and to monthly lease fees. At least three vendors now offer products on a use charge basis.

This approach, generally used for billing on work done in commercial data centers, has long been advocated by some industry observers.

#### 'Metered Approach'

Applied Data Research (ADR) has offered a "metered approach" to the use of the Autoflow flowcharting package for about a year. Bonner and Moore Associates made available a "usage agreement" for its financial planning package, FP/70, several months ago. Computing and Information Sciences Corp. (CISCO) has also announced unit pricing plans for both the Project Planning System (PPS IV) and the Transportation Optimizer (Top).

Despite CISCO's statement that unit pricing is the proper approach to software financing for "most application packages," those programs on which it is

### Sycor 340 CRT Gains Editing Flexibility

#### In TAL Programming

ANN ARBOR, Mich. — Special checking, editing and arithmetic operations can be performed as data is entered through a Sycor 340 CRT terminal, by using the Terminal Application Language (TAL) capabilities.

TAL programs can provide table look-up, range checking, equal comparison and several check digit generation/verification operations. General-purpose instructions available under TAL include MOVE, TEST, JUMP, COMPARE, GO TO and shifting.

Ten additional general-purpose accumulators may be used for arithmetic operations including addition, subtraction, multiplication and division.

In addition to the logical and data manipulation functions, TAL provides I/O control for peripherals and communications systems. One of the communication routines is said to allow the Sycor 340 to be compatible with a mainframe system operating under OS-Marp control.

TAL programs are stored on one of the tape cassettes on the 340 and operate out of the terminal's optional high-speed random-access memory. In addition to the monthly rental charge for the special memory unit, there is a one-time \$15 charge for the TAL processor.

Sycor is at 100 Phoenix Drive, 48104.

available, including CISCO's, are specialty offerings not really intended for regular repetitive production use. In addition, each of the vendors still offers fixed-price plans in case users find the "priced by use" costs getting too high.

The accounting methods used by the three vendors have some interesting similarities and differences. ADR counts source statements processed, for example, whereas Bonner and Moore charges by how often each processing module is used and by how many print lines are generated.

ADR's rate/statement drops once a base

number of statements has been processed during a billing period, and the user is subject to a \$100/mo minimum charge in any case. CISCO also has a decreasing unit charge as usage increases, but charges no minimum.

#### No Minimum

Bonner and Moore, because of its approach, does not provide a cut rate for high use, but neither does it charge a minimum.

Each vendor has a billing routine to generate a statement. ADR notes that its statement shows exactly which features were used and how often.

## APL Processors for DEC PDP-10 Released by Independent Vendor

PITTSBURGH — The capabilities of APL for both scientific problem solving and business DP are now available to users of the DEC System-10, with the release of basic and extended versions of APLSS/APL from APL Software Systems Inc.

Both versions contain all the primitive functions and program features found in APL/360, and programs using the standard IBM-provided capabilities can be handled directly by these processors, a spokesman said.

#### 128K Maximum

Beyond the standard features, however, are included a dynamically varying work space and a variable-sized symbol table. The work space under APLSS/APL may be anything from a minimum of 3K to a maximum of 128K-18-bit words. IBM's normal work space is 32K bytes of storage.

Both the basic and extended APLSS/

APL processors also support accessibility from teletypewriter and Selectric-based terminals, execution-mode line-editing and the Scan operator, the spokesman added.

The extended package also includes a file system with access to internally formatted sequential or direct access files, or to ASCII files which can be used by Basic and Fortran programs as well as by APL. The system supports disk, DEC tape and printer devices.

Four new operators including simplified Format statements for report writing are also available in the extended processor, the company said.

The APL versions operate under DEC's standard monitor in a minimum of 64K words of memory. The basic version can be leased for \$300/mo, while the extended version costs \$600/mo. Permanent lease plans are also available.

The company is at P.O. Box 7108, 15213.

## SBC Offers Fixed-Price Option

NEW YORK — Users with heavy work loads on the Service Bureau Corp. (SBC) Call/370 network may save money by buying CPU time and power on a Fixed-Price Processing Option from SBC.

The option allows the user to buy parts of a 370/155's capabilities, each part described as 1/64th of the CPU resources of the machine, on an unlimited access basis for a set monthly cost, on a 12-month agreement. The user may buy as many of these parts as he needs and, in addition, may use up to twice his committed fraction at no additional cost, if the system load permits.

With the option, access to the CPU is organized around five-minute time slices. A user's work is automatically rerouted in the dispatching queue until it has

exhausted its allotted share of the CPU time, and then any time he is able to gain on a contention basis, up to double his normal time.

He can get no more during that time period, but is free to use the machine as long as it is "up" every day.

Another option provides dedicated lines into the CPU and permits unlimited connect, again for a fixed monthly cost.

The Fixed-Price Processing Option costs \$2,750/mo for each part the subscriber wants guaranteed to his use. The dedicated line option is available on 30-day or 12-month agreements. Price varies with line speed desired, ranging from \$810/mo for 10 to 15 char/sec on a 12-month plan, to \$1,265/mo for 30 char/sec on a 30-day plan.

# MMS FINANCIAL SYSTEMS. FOR COMPANIES WHO NEED THE BEST.

For more than 50 leading US corporations, MMS software packages are the best. If your company is a leader — or wants to be — find out today how MMS Financial Systems, installed by the most experienced team, gives you the best in software.

#### All MMS packages

- are tailored to your exact specifications
- operate under DOS, O/S, or IMS on S360/S370
- need minimum of only 32K
- are fully warranted for one year!

**GENERAL LEDGER • Accounts Receivable  
Accounts Payable • Inventory Management**

Send me more information about

- ☐ General Ledger ☐ Accounts Payable ☐ Accounts Receivable  
☐ Inventory Management

Name  Title

Company  Street

City  State  Zip

Computer System  Phone

Send to:  
**SOFTWARE INTERNATIONAL CORPORATION**

A Subsidiary of MMS, Inc. 279 Cambridge Street, Burlington, Mass. 01803 (617) 272-2970

BOSTON	617-272-2970	ATLANTA	404-253-0089
NEW YORK	212-685-2515	LOS ANGELES	213-622-3993
CHICAGO	312-332-4576	PHILADELPHIA	609-276-1100
SAN FRANCISCO	415-421-0428	DALLAS	714-331-6525



**FOR SALE****IBM 360/30**

2030E (12K-2MCI) 3237, 3606,  
4456, 4463, 4668, 4760  
4960, 7915

Awel: July 1972  
Under IBM Maintenance

**NVC COMPUTER SALES**

Benjamin Fox Pavilion Suite 616  
Jenkintown, Pa. 19046  
(215) 7U 7404

**USED****COMPUTERS**

**BUY LEASE**  
**SELL RENT**

**Appraisal Service**  
**Available**

**Delet Computer Exchange**

1000 Center Street Dept. 1D

Boston, Mass. (617) 227-4654

02109

**360's WANTED**

GSM, one of the oldest and largest used computer dealers, wishes to purchase all models of 360 CPU's and peripherals. Call or write for firm offers. Deliveries required for all remaining months in 1972.

George S. McLaughlin Associates, Inc.

706 Springfield Avenue

Summit, N.J. 07901

(201) 273-5464

**When you need help  
getting, applying,  
operating, maintaining  
or learning  
about computers,**

**your CDC\* general store has the services.**



We've developed a whole range of services to help you buy, use and take care of your computer. We can even help if you'd like to use a computer, but don't want one of your own. For example:

**Financial Services:** Control Data® and Commercial Credit Corporation Leasing have combined to offer a variety of standard and custom financing plans. For both computer systems and computer services. Whether you plan to buy or lease.

**Consulting Services:** Our staff of consultants can help you define solutions to business and industrial problems, implement them with the right applications software and computer systems, analyze results. And they can develop cost/benefit analysis to support management decision-making.

**Engineering Services:** We have several computer maintenance plans. Each designed to fit a different set of requirements. So you can choose what you need, rather than settling for a "package" which may include services you don't want. We can also help in planning, building or remodeling your computer facility.

**Educational Services:** Control Data Institute offers special education programs to sharpen the performance of your key people. Technical seminars. General management education. Programming courses. Systems analysis courses. Computer maintenance courses. And many more.

And if you need a CD® graduate to help staff your computer facility, the placement departments of our Institutes can probably recommend qualified personnel (without a fee).

**CYBERNET'S Services:** The 45 CYBERNET Centers and public access terminals across the nation can help handle overloads, extend system capabilities. They give you access to CDC 6400 and 6600 computers for time-sharing and batch processing. They have extensive libraries of general and application-oriented software. And you can either come to a Center, or plug into the system with a variety of remote terminals. *Get the details:* This is just a sampling of the help we can provide. We'd like to talk about your specific needs. Why not call us in touch?

Write: Control Data Corporation, Dept. CW-124, P.O. Box 190, Twin Cities Airport Station, MN 55111. Or call our holding office: 612/853-3535.

**CONTROL DATA**

Your general store of computer products and services.

**'Autofile' Creates, Controls Data Base, Supports Business Use of PDP-11**

WAKEFIELD, Mass. — Business DP operations, particularly the data entry editing and file maintenance areas, can become markedly easier on the DEC PDP-11, with the Autofile package from TLM Systems Associates.

It can be used to create and maintain sequential data bases through interactive or batch processing. Thus far, it does not support random access files, TLM admitted.

A simple specification sheet is used to define the elements of the data base at the time of its creation. Within the definition, the user may indicate what elements are to be checked against a variety of common data entry criteria.

With this capability, the user

may, for example, check for all-numeric or non-numeric fields, decimal point alignment, double- or triple-precision integers, or Mod-10 check digits, without having to repetitively code the error logic into every application program that uses the field.

User edit facilities are provided in the edit routines to accommodate any special editing capabilities the user may wish to add. The package supports additions, deletions and changes to the data base, again through user-defined specifications, and generates a detailed audit trail on the system line printer or other output device.

Updating is not done in place on disk files, but rather through generation of a new file. This backup files are immediately

available in case of problems, a spokesman explained.

Fields can be added to the data base without disturbing application programs, but only if the fields are added to the end of the pre-existing records, a spokesman said.

A module allows the user to access the data base created by Autofile with minimum alterations to current application programs. It handles all the I/O operations on the data base and presents the records to the user program for processing.

The package is available for a one-time charge of \$1,000, which includes maintenance and any revisions required by changes in DEC's DOS.

The firm is at Two Smith St., 01880.

**Requests for 15 Reports Handled in 1 'Sadie' Pass**

PITTSBURGH — A report generator, the Select and Display Information Extracted (Sadie) system from Aptech Computer Systems Inc., can produce 15 reports in one pass of the user's file.

Each report has its own selection criteria, sort sequence and custom format. Up to nine lines of title, header and footnotes are available with each printout.

The load-and-go system can produce sums, counts, averages and standard deviations at specified break or eject points.

Card, Tape, Disk

'Sadie' uses card, tape or disk files as input. Indexed sequential files may be opened at a specified key and processed up to another specified key. Coded data from the user's files can be expanded into text equivalents.

**Vendor Improves 'Aedcap' Package**

WALTHAM, Mass. — Features recently added to Aedcap (Automated Engineering Design Circuit Analysis Program) have extended the applicability of this interactive simulation program for non-electronic systems, according to its originator, Softech, Inc.

The new features are sensitivity analysis, both dc and ac, and worst case analysis. The latter analysis also includes an approximation of the standard deviation of any circuit voltage of interest.

Information on in-house installations may be obtained from Softech, Inc., 391 Totten Pond Road, 02154.

prior to printing.

Another parameter card allows records to be selected on the basis of a word or combination of letters, wherever they might appear in a particular field.

While the system supports these features through control card entries, it also provides a range of default options for standard report formatting problems. Page number and date, for example, will be placed in fixed print positions, unless the user overrides the system.

Alphabetic fields are left-justified in their print positions, without user coding for standard fields are right-justified, with leading zeros suppressed and decimal point inserted. A space is left for negative signs.

'Sadie' is available in 24K and 65K versions and in both DOS and OS implementations. Written in BAL, the package can be leased for \$94/mo or purchased for \$3,200.

A patch is at 2323 Main St., 15215.



**NATIONAL INFORMATION SYSTEMS**

Presents

**THE NEW AND IMPROVED**

**NISTRAN**

Autocoder (SPS) BAL Translator

for

**1401 CONVERSION**

Do you still need generation programs running on third generation (or fourth generation) hardware?

Convert them to 360/30 BAL with the aid of NISTRAN.

• EASY TO USE • FAST

• ECONOMIC

Increase throughput... Get away from compatibility. Upgrade your programs to contemporary languages.

NISTRAN is available now, for sale or as a service. Demo available free.

Write for more additional info on

**NAME**

**TITLE**

**COMPANY**

**ADDRESS**

**CITY STATE ZIP**

Mail coupon to Stephen Sargent,

Vice President, National Information Systems Corp., 9 Tanner St.,

Cambridge, MA 02142 or phone

609-428-7040.

-----

**THE SPOOLER FROM BOOTHE**

**PERFORMANCE PERFORMANCE PERFORMANCE**

The Boothe SPOOLER — Designed, developed and marketed by Boothe Computer Corporation. The SPOOLER software product provides between 20% and 40% additional throughput for IBM 360-DOS users. The successful 4K SPOOLER system has been enhanced and is now available in a 6K version. The enhanced SPOOLER software package consistently out performs other spooling systems. The Boothe SPOOLER can be rented for \$200 per month or purchased for \$4600.

Write or call Boothe today in order to arrange a 15 day trial without obligation. Boothe has offices in Los Angeles, San Francisco, Sacramento, Chicago, Dallas, New York, Toronto and Washington, D.C.

Contact: Larry A. Lynch

Vice President

BOOTHE MANAGEMENT SYSTEMS

15432 Ventura Boulevard

Sherman Oaks, California 91403

Telephone: 213/866-1862

You can prevent Head Crash with System 316

SEND FOR COMPLETE DETAILS.

The TEXVIEW Company

Box 279-A

HILLSDALE, NEW JERSEY 07034



# We're #1 in uniformity.



## And we'll show you the traces to prove it.

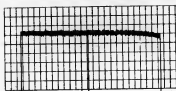
Earlier this year, we picked twenty-five 3200 fci premium tapes at random and tested them for output.

The tapes were by BASF and four other major makers. The criterion was the National Bureau of Standards Amplitude Reference Tape.

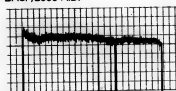
Test results? BASF/2000 A.D. was far and away #1 in uniformity — bit to bit, reel to reel.

BASF/2000 A.D. was also #1 in output. Our tapes were the only ones above the Standard 100% line.

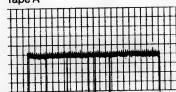
If you look right, you'll notice four typical charts and traces from the test. You can see others in a special booklet we've just prepared. (It's yours for the asking.) You'll also see the reason for our double win:



BASF/2000 A.D.



Tape A



Tape B



Tape C

A new, smaller-particle oxide that disperses more evenly and more compactly than traditional oxides to form a thinner, more regular, higher-energy coating.

This thinner coating has mechanical as well as magnetic advantages. It lets BASF/2000 A.D. lie flatter and bend better. It improves head wrap and capstan control, cuts down edge debris.

What does it all add up to? No hard errors. Fewer soft errors. Lower retry costs. Dollar savings that you can trace directly to BASF/2000 A.D., the tape that's too tough to trick. Our booklet will show you the traces. Write to BASF Systems, Inc., Computer Products Division, Crosby Drive, Bedford, Mass. 01730.

Computer Products





# COMMUNICATIONS

## Phones as 'Terminals' CPU/Voice OKs Customer Credit Sales

### Data Briefs

#### Tally Adds Datascribe Compression Feature

KENT, Wash. — Tally Corp. has introduced a magnetic tape Communicator feature for its Datascribe terminals which allows the use of data compression techniques at 1,200 or 3,600 bit/sec.

Using both serial and parallel data compression, the Communicator feature allows transmission rates "up to a maximum of 1,100 char./sec." Tally said.

The Communicator provides double buffering, four types of error control, 7- to 9-bit code conversion and automatic answer as standard capabilities. With 7-track tape at 1,200 bit/sec the unit costs \$273/mo. A 9-track tape unit costs \$293/mo. And 3,600 bit/sec speed costs \$25/mo more in either version. The Communicator is available in 60 to 90 days from 8301 South 180th St., 98031.

#### ICC Holds Technical Seminars

MIAMI — International Communications Corp. (ICC) is sponsoring a series of technical seminars in various cities.

The all-day sessions provide data users with technical information related to the selection and use of modems and multiplexers. Included are discussions on modulation schemes, bandwidth limitations and an explanation of common phone line problems such as crosstalk, longitudinal imbalance, phase jitter and T-carrier distortion.

Various equalization methods are presented at the seminar together with typical user system configurations and telephone service offerings and line characteristics.

Sessions will be held on the West Coast in June, and a July series in the northeast is being planned, he said. A seminar schedule is available from ICC at 7620 N.W. 36 Ave., 33147.

#### Incoform Has Bisyne Package

NATICK, Mass. — The Incoform SPD 10/20 intelligent CRT terminal can be made compatible with IBM's binary synchronous communications techniques with a new software package.

The SPD 10/20 operates in point-to-point and multiple-drop environments and, with the Bisyne package, transmits and receives in transparent or non-transparent mode.

The Bisyne package is available with standard SPD 10/20 singles or duals. A one-time \$3,800 charge is made by Incoform for the customized software. The firm is at 6 Strathmore Road, 01760.

By Ronald A. Frank  
or the CW staff

CHICAGO — For any department store, credit purchases can be a headache. Each purchase must be checked against a list of approved accounts and if the process takes too long, the customer may lose interest and leave.

At Carson Pirie Scott, 6,000 charge authorizations are processed daily via a Wavetek audio response system tied to a 360/50. The operation hinges on the use of more than 1,000 Touch-Tone phones at the company's main store and its 12 branches.

When a customer shows a Carson salesclerk a charge card for a purchase, the clerk dials a special number direct to the 360. If the account is in good standing, the CPU will authorize the sale and issue an approval number which it transmits to the audio response unit. A

"voice" will then give the approval number to the salesclerk, via telephone, to proceed with the sale. The clerk records the approval number on the sales slip.

As approvals for sales are given by the 360, the CPU automatically subtracts the sales amount from the customer's credit. Each Carson customer gets a regular notice of his credit limit with the monthly statement. When his purchases exceed this amount, the computerized voice will stop authorizing sales.

But when the 360 spots a questionable account, the call is automatically switched to a CRT operator in the credit department. As soon as the credit operator at an IBM 2260 CRT "picks up" the call, by depressing a lighted button, the 360 displays the questionable account information on the screen.

The complete switch to the CRT operator takes only seven seconds and the



(CW Photo by R.A. Frank)  
Carson operators check problem accounts.

salesclerk remains on the line.

With the displayed data, the credit operator immediately knows whether the customer has exceeded a preset purchase limit, whether the customer's bill is past due or whether any of several restraints on the account have been met.

The CRT operators have 25 seconds to advise the salesclerk whether to accept the purchase, authorization manager John Maros says. If there is an unresolved question, the CRT operator instructs the salesclerk to have the customer come up to the credit office to explain the problem. If a recent payment has not been recorded in the 360's account file, the operator can update the data from the keyboard.

The Touch-Tone authorization system enabled every salesclerk to become a terminal operator via a simple keyed instruction sequence, according to Bill Smith, DP manager.

## ICA Attendees Hear RCA Plan For Shared-Line User Group

DALLAS — About "30 billion characters of data" for computer entry are being generated each day at five million remote locations, according to Anthony L. Conrad, president of RCA Corp.

Speaking to about 450 users at the 25th annual conference of the International Communications Association (ICA), Conrad said most of this remotely generated data is being entered off-line.

As one method to increase communications efficiency, Conrad urged users to consider the formation of joint user groups to share communications facilities. The user group proposed by Herbert Granger of American Express, which would pool "existing corporate communications networks," was called stimulating by Conrad.

"Under this proposal, one company would be responsible for the construction, network management and maintenance," Conrad said. "Users would continue to pay 'Ma Bell' directly for their leased facilities," Conrad said, "and participating companies would save 20% to 40% of what they are now spending" on communications.

During the ICA conference, RCA Globcom held a briefing for interested users outlining plans for a joint user group of about 40 firms operating approximately 1,000 channels in 35 states.

RCA has been formulating plans for such a joint user group for some time to take advantage of the sharing provisions of AT&T's private line tariff 260. Under this plan, RCA would oversee the operation of a nationwide network of shared low-speed lines.

RCA Globcom would provide computerized network design and manage-

ment and other services, a spokesman said. One major problem in the formulation of the joint user group is an FCC ruling on whether the major customer (RCA) would have to set as a regulated common carrier. The issue has now apparently been resolved by the FCC, and the joint user group will be formed as soon as enough users express interest in the operation, the spokesman said.

## IBM Terminal Has 7,200 bit/sec Speeds and Reads 600 card/min

WHITE PLAINS, N.Y. — IBM's new data communications terminal, the 3780, operates at transmission speeds up to 7,200 bit/sec, with attached card reader and printer.

One of the fastest terminals in the IBM line, the 3780 improves on most features of the earlier 2780 data transmission terminal, which operates at 4,800 bit/sec. The 3780 reads up to 600 card/min and prints up to 425 line/min compared with 400 card/min and 240 line/min for the 2780.

The terminal handles binary synchronous communications from remote sites to 360 and 370 CPUs installed at central locations. The 3780 can also talk to 2770, 2780 and other 3780 terminals on-line.

One terminal comparable to the 3780 is the Data 100 Model 70 which costs about \$810/mo. The Model 70 can transmit at 9,600 bit/sec, has a card punch and uses data compression techniques. None of

these features has been announced for the 3780.

The new terminal has two 512 character buffers which service the transmission line and I/O units alternately for overlap operation, IBM said.

Portions of the 3780 are built from "reconditioned or modified equipment," but there is "substantial new engineering in the electronics," an IBM spokesman said. While the company will not comment on which parts are reconditioned, one observer said the new terminal appears to be composed of a refurbished 2772 control unit, 2501 card reader and 2203 bar printer.

A typical 3780 data communications terminal will be available in July at a monthly rental of \$958 compared with the \$875 for the 2780. But users can select the 24-month extended-term plan which costs \$815/mo, or less than the earlier 2780, which is not available on the extended plan. Purchase price for the 3780 is \$25,450.

## Who solves data hang-ups for 14 phone companies?

### SANDERS DATA SYSTEMS, INC.

Daniel Webster Highway-South, Nashua, N.H. 03060

The can-do systems company... today's leader in programmable terminal systems



# THE THIRD CRUSADE

## STRENGTHENING PROGRAM AND PROJECT RELIABILITY

The cry goes on and on: "Know thy program. Plan thy system." And yet, the programmers and analysts are promoted, transferred, or they leave the company.

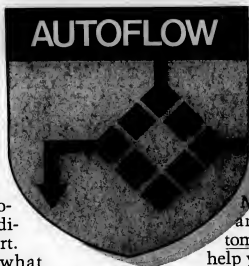
A major part of the solution is AUTOFLOW, a unique process (U.S. Patent No. 3,533,086) which automatically produces a two-dimensional AUTOFLOWchart.

And yet this is only what AUTOFLOW looks like on the surface.

Underneath it all, AUTOFLOW helps programmers and analysts grasp the interaction within and between programs during debugging and maintenance. It produces special cross-references and summaries to help new programmers understand what the old programmers produced and why.

AUTOFLOW helps system designers communicate logic prior to implementation. It produces diagnostics of logical flow errors and syntax errors. Expedites correction. Helps describe anatomy and structure of a program. And aids understanding older generation programs during conversion.

And SAM, another ADR software prod-



uct, contributes to the solution by allowing you to check the validity of software design in conjunction with hardware configuration before you commit to either.

AUTOFLOW and SAM, along with other ADR products — The LIBRARIAN<sup>®</sup>, MetaCOBOL<sup>™</sup> and ROSCOE — and ADR's unmatched customer services and support can help you insure the strengthened and continued reliability of your programs and projects.

Help strengthen the leadership of EDP Professionals. Join The Great Crusade for Increased Reliability of Programs and Projects. Write to:

CRUSADE HEADQUARTERS: APPLIED DATA RESEARCH, INC.  
Route 206 Center, Princeton, N.J. 08540

Gentlemen: Yes, I'm interested in joining the Great Crusade for Strengthening Program and Project Reliability. Please send me more information on: ☐ AUTOFLOW ☐ SAM ☐ MetaCOBOL ☐ THE LIBRARIAN ☐ ROSCOE ☐ PI SORT

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_ TEL. NO. \_\_\_\_\_

ADDRESS \_\_\_\_\_ ZIP \_\_\_\_\_

COMPUTER CONFIGURATION \_\_\_\_\_



**APPLIED DATA RESEARCH, INC.**  
THE SOFTWARE BUILDERS



# Any media storage cabinet you buy now may be obsolete before it is delivered...

## before you buy, find out about the improved storage efficiency and cost advantages of new optimedia™ cabinets

Two years ago we decided that it didn't make much sense to keep designing cabinets that were locked-in to the storage of cards only or tape only or one type of disk pack. So we studied the total media storage problem from all angles and came up with what we believe is the ideal solution, optimedia™ coordinated cabinets can store all types and sizes

of data processing media. They can store them in virtually any combination you desire, and — when your storage requirements change, optimedia cabinets can adapt to the changes. They're sort of a "living" storage system that won't become obsolete or leave you with excess capacity for one medium and not enough for another.

optimedia™ coordinated cabinets have other benefits such as "Action Level" storage that lets you place all media at the most convenient retrieval height, smooth operating roll up doors that open all the way leaving the entire inside fully accessible, and up to 20% extra storage capacity when compared to other cabinets with the same outside dimensions.

So... hold up that purchase requisition until you can hear the full story on optimedia™ coordinated cabinets. That way you may avoid buying something that's obsolete before it's delivered.

For the complete story on optimedia™ coordinated cabinets, call your local Wright Line office. You'll find it listed in the yellow pages in all major cities or contact us by writing direct or circling the readers' service number. Wright Line, a Division of Barry Wright Corporation, 160 Gold Star Boulevard, Worcester, Massachusetts 01606.



MEDIA MANAGEMENT SYSTEMS





# SYSTEMS & PERIPHERALS

## Bits & Pieces

### Hardcopier Uses Video To Reproduce CRT Images

**SUNNYVALE, Calif.**—The Model 76 Electronic Hardcopier from Infomax reproduces CRT images on 8-1/2-in. by 11-in. paper directly from video signals.

The Model 76 is a self-contained desktop unit about the size of a typewriter. It generates printed pages from the same signals which drive the CRT; no interface or controller is required. The Infomax 76 is priced at \$3,750 and is available on 90-day delivery from 757 N. Pastoría Ave., #4086.

### Rack Holds Printout Binders

**CHICAGO**—Active printout binders, which do not fit into conventional filing equipment, can be kept at a desk for quick referral in Mini-Rack by Wilson Jones Co. Mini-Rack takes up less than 1-1/2 sq. ft. and can be rolled into a well of the desk. Binders can be removed from either the top or side. Each Mini-Rack holds up to 3,600 printout sheets, 14-7/8 in. by 11 in.

Mini-Rack is also modular. It can be stacked up, down and out, limited only by the space available. Price is \$39.95 complete from 615 Touhy Ave., 60648.

### System Provides Process Control

**DEL MAR, Calif.**—Non-Linear Systems, Inc.'s Compac, Computerized Process, Acquisition and Control system is a data acquisition and process control system which functions as an extension of the computer processor itself.

The Compac system is an extended minicomputer that communicates with external process circuitry and data transducers via interface hardware.

The basic Compac system for \$16,500 includes a 300-point, 2-wire analog input multiplexer, a high accuracy analog-to-digital converter, 64 digital input/output channels, a program data display, a 16-bit minicomputer with 8K of core memory, a teletypewriter and a complete software system.

The company can be contacted through P.O. Box "N," 92014.

### Smaller Bites

Mosler, Hamilton, Ohio, announced that its Tagguard Safe, designed to protect EDP data from heat, humidity, theft and vandalism, has been awarded the Underwriters' Laboratory four-hour label.

The Soundoff Dampener Model 1111, designed to reduce the noise level of Teletype 33ASR and Teletype 32ASR units, is available from Van San Corp., Los Angeles.

## Extended Memory Users See Fewer Problems

By Frank Piasta  
of the CW staff

360 users who have installed, or are planning to install, extended memories on their CPUs can breathe a little easier if maintenance problems with IBM continue to decrease.

Most of the large suppliers report their customers have had little or no problem with IBM's acceptance of their custom units. The significant exception is the 360/30 modification that was the basis for recent court action between IBM and Intel.

The oversize 360/30 continues to be handled by IBM on a "best efforts"

basis. Fabritex reports its installations have been approved for the following models: the 360/22 to 64K, the 360/40 to 448K and the 360/50 to 1M bytes.

Oversize memories installed by Computer Investors Group (CIG) and built by Data Recall have also been approved by IBM. According to a CIG spokesman, 22K 360/22s, 64K 360/50s, 256K 360/40s with 512K 360/50s have been approved. But CIG has an agreement with IBM for continued maintenance on oversized 40s and 50s pending approval of CPU modifications, he continued.

Intel customers have not had any problems with IBM maintenance, Intel said. All its installations have been approved, if not for normal maintenance, then at least for "best efforts" which are indistinguishable, according to the spokesman.

Most of the manufacturers say more and more users are showing interest in the expanded memory concept since the Intel IBM court case.

The number of users extending their 360 memories has been rapidly increasing, with one company reporting it had sold more systems last month than it had in any previous month.

## Mini-Based

### NCR System Provides Retail Data

**DAYTON, Ohio**—NCR's latest computer system is a minicomputer-based "in-store" real-time network designed specifically for the retail store chain.

The NCR 725 retail control system is made up of the 725 minicomputer and a variety of NCR 280 and other terminals to collect point-of-sale data and provide up-to-the-minute reports to management.

An important feature of the system to retailers is its ability to operate at the terminal level and gather data in case of communications interruption or computer malfunctions.

The terminals used with the system are standard versions of the 280 which are used in place of cash registers and can be equipped with hand-held price wands to read data from price tags.

The terminals are connected through a data concentrator which can handle as many as 40 terminals.

As many as 15 data concentrators can be attached to a single system for a total of 600 terminals per system. The system is designed so that all the terminals in a

store could be handled by a single concentrator. The concentrators, in turn, would feed data into a regional headquarters where the minicomputer would be located.

The 725 minicomputer has a cycle time of 1.2  $\mu$ sec/16-bit word. Memory is expandable from 16K to 32K words in 4K increments.

An NCR 260 terminal is used at each store in order to communicate with the system at the management level. The thermal printer on the 260 could be used for such reports as current totals of sales, merchandise distribution and item counts at 300 char./min.

The system will also provide credit authorization at the point of sale.

Communications between the data concentrator and the minicomputer are handled over 4-wire voice-grade channels with a line speed of 1,200 bit/sec, asynchronous. The line between the mini and the 280 terminal must be within the store and are 4-wire dedicated digital links. NCR declined to specify the data rate

over this link.

A variety of communications methods and speeds are available for transmission of data to large central EDP systems or to a version of the 725 mini designed specifically for simultaneous polling of multiple stores at speeds up to 2,400 bit/sec.

If communications between the data concentrator and the minicomputer are interrupted, or in case of system failure, data is stored automatically at the data concentrator on magnetic tape cassettes for later transmission to the system.

The 725 minicomputer has a base price of \$20,200 which includes a magnetic tape drive, controllers and a printer. A typical system for three stores including data concentrators ranges from \$43,000 to \$55,000, depending on the reports, communications and other capabilities required.

Rental prices range from \$1,300 to \$1,800/mo. The NCR 280 terminals are priced at \$3,470 each.

First deliveries are scheduled for March 1973.

## Graphic CRT System Uses Color Monitors

**SUNNYVALE, Calif.**—A computer-generated graphic display system with color capabilities is now available from Data Disc, Inc. The Model 6000 Television Display System is a multichannel disk refreshed display system that uses RGB color TV monitors.

By using separate channels to drive the three primary electron guns in a RGB color TV monitor, the system designer can display complex graphics in as much color complexity as he wishes.

A 16-channel system would sell for about \$3,500/channel, and a minimum 4-channel system is priced at \$30,590. Delivery of standard system is 90 days from 686 West Maude Ave., #4086.

## Data General Nova Offered on Lease

**GAITHERSBURG, Md.**—Data General Nova minicomputers will be available on a lease or rental basis from Rental Electronics.

The rental company will make the units available under a variety of plans including lease or rental for periods from one month to one year, leases from one to three years and rental conversion programs allowing customers to apply rental payments against purchase of leased equipment.

According to REL, a Nova 1200 with 8K 16-bit words of core memory, teletypewriter and interface retails for \$768/mo. The lease rate on a one-year basis would be \$392/mo.

Systems are available for immediate delivery.



## It Splits

Two Detacher machines from Moore Business Forms, for detaching single or multiple card forms as well as tab cards, are said to be the fastest detachers available. Both models detach, slit margins and stack forms. The 486 provides an imprinting feature. The 486 is priced at \$3,500 while the 488 sells for \$4,195. Delivery is six weeks from 900 Buffalo Ave., Niagara Falls, N.Y., 14302.

# COMPUTER DEVICES. Alive and well and doing very nicely, thank you...



\*only \$160/mo., 1-yr. lease

The TELETERM (tm) Model 1030 is the quietest, lightest, portable time-sharing terminal. It's the best made — and the only terminal backed by a full one-year unconditional warranty. If it ever needs attention, our factory-trained and authorized, nationwide Honeywell service network is standing by. Because we build TELETERMS as well as we do, we're doing very nicely — with our new unconditional warranty, you can do as well.

## ...and a 1-yr warranty. Unconditional.

\*Call Bob Leontin of Data Dimensions, Inc. for all the details: (202) 661-1700.

**COMPUTER DEVICES INC.**  
9 Ray Avenue  
Burlington, Mass. 01803  
(617) 273-1800



## Minicomputer-Based Litton 1281 System Offers Business Users Ledger Card Data Processing

CARLSTADT, N.J. — A magnetic ledger business minicomputer, said to have the largest memory and fastest printout in its price class, has been added to the 1200 Series of electronic business systems by the Automated Business Systems Division of Litton Industries.

The ABS/1281 can store 4K words in its central processor and 1,199 digits on each side of the magnetically striped ledger cards processed through its operator station. The system can print at speeds up to 35 char./sec.

Priced under \$25,000, the ABS/1281 automates such functions as payroll, accounts receivable and payable, invoicing, inventory control, sales analysis, job costing and general ledger distribution, Litton said. The system will be available for delivery in June.

The magnetic memory stripes on the ABS/1281 ledger cards provide a fast access to the central processor that is

useful to businesses processing non-sequential, random information, such as accounts receivable and inventory items, Litton said.

An optional reader/punch unit is also offered to provide automatic data input and output using paper tape or edge-punched cards.

Additional flexibility is provided by a program-selected, automatic ledger card ejection feature that discharges randomly processed cards upward for individual filing by the operator, or downward for automatic, full-file, sequential processing.

A combination alphanumeric and 10-key numeric keyboard provides a means of data entry that can be mastered by any office employee, the firm said. The alphanumeric section of the keyboard is similar to a standard typewriter to facilitate entry of data combining words, symbols and numbers; the 10-key segments allows fast, accurate entry of all-number data,



The Litton ABS/1281 is a mini-based system using ledger cards.

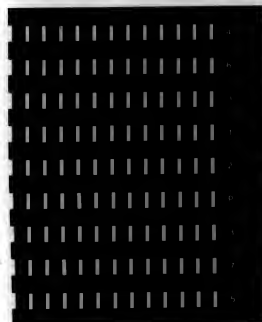
Litton said.

The ABS/1281 is being offered with a set of software programs and utility, maintenance and card-sorting routines.

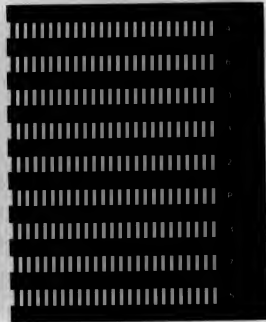
### STORAGE TECHNOLOGY CORPORATION



## now first with 3200 bpi



1900 bpi



3200 bpi

### The STC 3800/3500 Magnetic Tape Subsystems

For the first time: 3200 bpi is available on standard 1600 bpi certified media at tape speeds of 75 to 250 ips and data rates up to 800 KB. Fully field convertible on all STC 3400 tape drives, the Model 3500 gives you:

- o Faster throughput
- o Smaller tape libraries
- o More data stored per reel
- o Better price performance

Why risk obsolescence in a tape subsystem? Consider Storage Technology Corporation the leader in tape drive technology.

For further information, contact:

Storage Technology Corporation  
Louisville, Colorado 80027  
Phone: (303) 666-8581



The 3M 936 disk pack is compatible with the IBM 3330 disk drive.

## User Can Buy/Lease 3M 3330-Type Packs

ST. PAUL, Minn. — A disk pack for use on the IBM 3330 and compatible disk drives has been introduced by 3M Co.'s Magnetic Products Division. The Scotch brand 936 disk pack can be leased or purchased at a 25% savings, the company said.

The leasing program is the first offered directly by a disk pack manufacturer for IBM 3336-compatible packs, 3M said. Lease rates start at \$25/mo for a one-year lease, with substantial discounts for longer terms. A purchased 936 disk pack costs \$750 in single unit quantities.

The price of the 3336 pack from IBM is \$1,000. It is not available on a lease basis, IBM said.

The 936 pack has 19 surfaces for data recording and one prerecorded servo control surface. Each surface is protected by 3M's "crashguard" coating, a formulation of chemical components and special oxide particles which resists damage to the disk surface and read/write heads, according to 3M.

Laboratory tests have shown, 3M continued, that "crashguard" coating reduces the possibility of a head-crash. And, in the event of a severe crash, the coating minimizes the after-crash buildup of oxide debris and contamination on the read/write heads, 3M said.

## Datatex 40 Punches Card Data to Tape

HOUSTON — A high-speed, card-to-punched-tape converter from Datatex Corp. is designed for a variety of applications, the company said. The converter, the Model 40 CTF, combines the flexibility of punched cards with the low cost, simplicity and reliability of paper tape.

Datatex Corp.'s unit combines the advantages of high speed (punch to 72 char./sec; read 40 card/min), compact design and low cost (base price of \$6,500).

Plug-in electronics allow changing to any desired tape codes quickly and easily. Card formats with up to 64 characters are decoded in the self-contained reader, with unwanted characters detected and eliminated from the tape.

Service for both the reader and punch sections of the Model 40 is available nationwide. Delivery of the system is 60 to 70 days from 6119 Jessamine, 77036.

## Itel Sets Delivery Dates for 370-Compatible Units

SAN FRANCISCO — Itel Corp. has announced the initial delivery dates for its 370-compatible solid state, add-on memories.

Memories for the IBM 370/155 will be delivered June 15, 1972. Units to fit the 370/165 will be shipped starting Dec. 1. The company will start deliveries of its memories for the 370/145 April 15, 1973. The units for the 370/135 will be delivered beginning July 15, 1973, Itel said.





COMPUTERWORLD

## societies/user groups

## Probst to Keynote DPMA

NEW YORK—The Data Processing Management Association (DPMA) has adopted a new format for its annual conference next month, with the introduction of "vertical" or special-interest, industry-oriented seminars.

The opening morning of the meeting, June 27-30, will be devoted to special seminars on computer usage in the following industries: banking, insurance, manufacturing, retailing and transportation. Tuesday afternoon tours of typical installations are scheduled.

Management and technical topics will comprise the more traditional conference agenda for Wednesday and Thursday, with additional tours Friday.

Gerald G. Probst, president of the Univac Division of Sperry Rand Corp., will deliver the keynote address June 28 in the grand ballroom of the New York Hilton Hotel.

The exposition will also take place at the Hilton, with the seminar program divided between the Hilton and the adjoining Americana. A total of 48 seminars will be presented, plus the industry-oriented seminar/tour package.

The regular sessions will be given twice, to facilitate attendance at a greater number and to provide a greater diversification of topics, DPMA said.

## On-Line Picks Papers

UXBRIDGE, England—Over 200 computer specialists submitted papers for On-Line 72, the international symposium and exhibition of interactive computing, to be held here Sept. 4-7. Abstracts were approved for 120 of the papers, with about 30% coming from the U.S. and 40% from the UK.

## Calendar

June 26-27, New York—First Annual Government Data Systems Conference, sponsored by the Division of Business and Management of New York University. Contact: William A. Kulok, New York University, Division of Business and Management, Suite 2G, 1 Fifth Ave., New York, N.Y. 10003.

June 26-28, Dallas—Ninth Annual Design Automation Workshop, sponsored by ACM, Share and IEEE. Contact: Herbert M. Wall, H.M. Wall Associates, 809 Massachusetts Ave., Lexington, Mass. 02173.

June 28-30, Denver, Colo.—Third Semi-Annual Conference of the Computer Micrographics Technology User's Group (Comtec). Contact: Comtec, P.O. Box 35605, West Los Angeles, Calif. 90025.

360  
370  
LEASES  
1400

- Prompt Professional Service
- Complete Package Service
- Low Cost — Dollar Savings

Write  
Leasing Division Manager  
TLW Computer Ind. Inc.  
3670 American Drive  
Atlanta, Georgia 30341

## Groups Cite Cheek, Other DPers

PARK RIDGE, Ill.—Robert C. Cheek, president of Westinghouse Telecomputer Systems Corp., has been selected for the 1972 computer sciences man-of-the-year award by the Data Processing Management Association (DPMA).

The holder of 10 U.S. patents in communications and electronics, Cheek has written more than 30 technical papers and articles on information systems and computer-related subjects. He is best known, according to DPMA, for his planning, construction and subsequent management of the Westinghouse

Telecomputer Center, one of the first facilities to use the computer successfully in controlling a large Teletype network. Cheek will receive his award at the DPMA International Conference and Business Exposition.

Raymond E. Monahan, director of the technical standards applications department at Control Data Corp., has been elected president of the Standards Engineers Society.

The Federation of NCR User's Groups elected James Krautkremer president at the federation's annual meeting in April.

Krautkremer is manager of MIS for Midland Cooperatives, Inc., Minneapolis, Minn., and served as chairman of the annual meeting in Dayton.

Dr. Robert Spinrad, director of information sciences for Xerox Corp., has been appointed general chairman for the Fall Joint Computer Conference, to be held Dec. 5-7 in Anaheim, Calif.

Dan O'Brien of the Federal Reserve System has been elected president of the Mark IV User Group.

# The mother instinct.

Once upon a time, you bought all your memory products from that one company. It may have been the most costly way to go. But there was that warm feeling of security, of being taken care of. Ever since you started to buy memory products from other sources, you've missed that feeling.

Suppliers sprout like mushrooms after a rain. Here today. Gone tomorrow. One outfit makes the product. Another one peddles it. A third one's responsible for service. And the regional office that was around the corner last week has now been

moved three thousand miles away.

At Electronics Memories & Magnetics Corporation, we fight that insecure feeling in several important ways:

First, because we design, test and manufacture all of our own products from scratch. For over a decade, we've supplied thousands of memory products to virtually every major computer manufacturer.

Second, because we're using these same techniques to offer an ever-growing line of computer memory products. The Caelus line of disk cartridges and disk packs. And our line of core storage memories, plug-to-plug compatible with your system 360.

But most important is our attitude toward full responsibility. We not only make and sell our products. We install. And we take full responsibility for

continuing service and replacement.

And to do that job we've put together a group of the best people in the computer business. With what we have at stake in the "end user" business, you'd hardly expect anything less.

So, once you accept the fact that Mother can't do everything, remember us. We have that same instinct.

Computer Products Division  
1880 Century Park East  
Los Angeles, CA 90067 • (213) 556-2323

**electronic  
memories  
& magnetics**





# System Designed to Reduce Back Office Paperwork

CHICAGO — In order to cut the delays associated with brokerage firms' back office order processing systems, the Midwest Stock Exchange Service Corp. (MSESC) here is offering the Signet 80 communications system.

Based on a CCI-7000 communications processing system and 80 CC-30 communications/display terminals from Com-

puter Communications Inc. as well as GE Terminal terminals, the system provides for fully automatic stock order handling for MSESC customers.

Aimed directly at significantly reducing the time factor in the processing of securities orders and related back office paperwork, the nation-wide communications system handles orders for all listed and Nasdaq securities between any broker and any major stock exchange.

## Terminals on Floors

Signet 80 terminals are located on the floors of major exchanges and will receive orders and transmit execution reports in a matter of seconds.

The Signet 80 network presently consists of four independent private networks, each assigned to a separate brokerage firm. There are over 80 CC-30 communications/display terminals on this high-speed network, spanning brokerage office locations in New York, Illinois, Texas, Mississippi, Alabama, Georgia, Florida, Virginia, Tennessee, Ohio, North

and South Carolina, Pennsylvania, Massachusetts and New Jersey.

The terminals are connected by dedicated leased AT&T voice grade circuits operating at 1,800 baud in a polled, multipoint mode.

The Terminal teleprinters are used to produce hard copy on order executions for filing and for mailing on a confirmation basis.

The availability immediately of hard copies of the execution reports (including complete dollar computation) helps eliminate much of the back office difficulties which have plagued the securities industry over the last few years.

## Quick Confirmation

"This means that a registered representative anywhere can now phone his customer, often within minutes after the customer has placed his order, tell him the price of execution and how much he owes to the brokerage house and a confirmation of the transaction can be mailed to the customer within the hour," according to MSESC President David Ruben.



Signet 80 system assess paperwork burden for brokers such as those on the Midwest Stock Exchange.

ing to MSESC President David Ruben.

As the Signet 80 network grows, new terminals will be installed at a rate of about 15 a month, but, it could be more rapid.

"Depending on the size of the firms which select our service, the monthly installation figure could go beyond 70 instead of the 15 we project for smaller sized customer firms," said Dick Shorbaro, manager of communications at MSESC.

The system now uses leased lines with four-wire service with an average of 8 to 10 drops to a line. No multiplexing is involved with the current network, but, as customer concentration in specific geographical areas continues to grow, multiplexing will be added to provide additional line cost savings.

## DP Monitoring System Gives Early Warning Of Firms' Operations

NEW YORK — A computerized monitoring system provides The American Stock Exchange and its 547 member firms with early warning information on the firm's operational conditions.

Member firms submit monthly reports to the Feedback and Analysis of Control Statistics (FACS) system containing pertinent information on their operational controls, back office performance, money management, personnel and business mix.

When compared, about 40 statistically derived yardsticks of performance are sent to managing partners, so they can compare their firm's performance with others.

## High Rate of 'Fails'

Facs can pinpoint such conditions as high rate of "fails" or failure to deliver stock certificates within five business days, errors in submitting clearing information, stock record breaks and inaccurate security counts and transfer delays, according to developer Richard M. Brudge.

Firms that are found to have a problem are required to explain the reasons for the difficulty and present a plan for its solution. A firm failing to improve a situation is called before the operations committee of the exchange board of governors.

Data from FACS is also being used to formulate productivity measures for seven categories of firms.

Information on the median dollar value of transactions by various types of firms, daily transactions per representative, and median number of items handled per operations employee enable firms to judge their productivity against industry norms.

## Teletest Head on 'Plate' Slate

NEW YORK — Penny Kanioldes, president of Teletest Systems Inc., New York, has been chosen by the American Academy of Achievement to receive the Golden Plate Award during the eleventh annual Salute to Excellence weekend, July 6-8, at Salt Lake City.

Kanioldes has created a computerized financial-information service which "offers 200 facts on more than 12,000 securities."



Theresa Brown enters order on Terminal as John Baker of Rotan Mosla brokerage house watches.

## for their 3330 Drives.



(We can give you immediate delivery)

Nashua's dependable new 4436 Disc Pack gives you storage for 100,000,000 bytes of data.

The 4436 has been thoroughly field tested, and is 100% single disc and pack certified.

Just talk to Nashua Corporation, Nashua, N.H. 03060. Tel: (603) 883-7711.

Or your nearest Nashua Computer Products Division sales office...

Atlanta, Ga. (404) 851-0811  
Chicago, Ill. (312) 721-1200  
Cincinnati, Ohio (513) 731-3943  
Cleveland, Ohio (216) 595-5871  
Columbus, Ohio (614) 288-3556  
Dallas, Texas (214) 651-7534  
Denver, Colorado (303) 365-8180  
Detroit, Michigan (313) 258-8960

Hartford, Conn. (203) 527-0563  
Houston, Texas (713) 654-1834  
Indianapolis, Indiana (317) 835-0227  
Kansas City, Mo. (816) 254-1200  
Los Angeles, California (213) 537-4250  
Milwaukee, Wisconsin (414) 477-1122  
Minneapolis, Minnesota (612) 885-2211  
Nashville, Tennessee (615) 256-7154

New England, Nashua, N.H. (603) 883-7711  
New York, New York (212) 855-6200  
Philadelphia, Pennsylvania (215) 830-3635  
Portland, Oregon (503) 222-2000  
St. Louis, Mo. (314) 421-6867  
Seattle, Washington (206) 263-0490  
Somerville, New Jersey (609) 722-2922  
Washington, D.C. Arlington, Va. (703) 524-6880

# NASHUA

®IBM is a registered trademark of International Business Machines Corporation.



# New Range of Better A/V Materials Aids DP Educator

According to results of a project headed by Dr. Joe Hill of Michigan State, some individuals learn best through audio instruction, some learn best through visual instruction and others by peer instruction.

In his report to the IBM Symposium for Deans of Schools of Business



**J. Daniel Couger  
On  
Education**

(Endicott, N.Y., November 1971). Hill explained a person learns and solves problems. When he became president of Oakland Community College, Hill implemented the system for all students of the Detroit suburban college.

## Cognitive Style Map

A cognitive style map is developed by a combination of diagnostic tests and personal observations by instructors and counselors. The results are input to a program processed on the school's IBM 360/50. The resulting cognitive map enables counselors to design an instructional program best suited to the special learning capabilities of each student.

The cognitive map is separated into three parts:

- The symbols that the person best recognizes.
- The cultural factors which affect interpretation of the symbols.
- The methods of making decisions based on interpretation of symbols.

Hill's work has important implications for instructors, both in industry training departments and academic institutions. More emphasis is needed on individualized instruction to meet the special learning capabilities of each individual.

In earlier years, this approach would have been infeasible, due to development cost for such instruction. However, audio/visual (A/V) materials, which are good tools with which to implement individualized instruction, are now available at a modest cost.

Audio/visual materials have

been used in university-level courses during the past three years. The new materials are so improved that we have redesigned the curriculum to use audio/visual materials at the core of the curriculum, rather than peripherally.

Principles and concepts are taught through audio or visual approaches, depending on the learning characteristics of the individual student. We also tested the approach in industrial training, with good results.

Because of standardization in teaching principles and concepts through use of media, teaching

of advanced materials is simplified.

Most important, the faculty is relieved of teaching basic materials, enabling more time to be devoted to application of these materials. Accreditation standards include a specified number of student contact hours per faculty member. Most schools meet this through lecture. Use of the media frees faculty to use its contact hours more effectively—in faculty/student system development projects.

Students begin with hypothetical cases, move to design of university administrative sys-

tems, then work on actual projects in industry. Use of media gives faculty the time to supervise these projects. Previously, lack of faculty supervision discouraged industry from allowing students to undertake actual system development projects.

The new products are listed in the *Annual Guide to Audio/Visual Materials for Data Processing Instruction*, Box 9630, Colorado Springs, Colo. 80909 (\$3).

*Couger is professor of computer and management science at the University of Colorado.*

# GAF has a new COM recording film that's so readable we won't show it to you here. So clip out and mail us the coupon and we'll show it to you there.

**GAF...the company  
that has been  
making quality films  
for over a century...  
and created diazo  
microfilm, also  
offers you a variety  
of readers, duplicators  
and fiche.**

# here. **gaf** there.

**GAF Corporation**  
Industrial Photo Division  
Professional Photo Marketing Dept. COM-872  
140 West 51 Street, New York, N.Y. 10020

Gentlemen: Please send me information on the new GAF COM recording film Type PF20 which has excellent readability on both readers and viewers... offers high resolution under 42X COM routine... is compatible with a variety of COM hardware... and is easy to reproduce under silver duplicating, vesicular, and diazo film systems.

Please have a sales representative call:

NAME \_\_\_\_\_ TITLE \_\_\_\_\_  
COMPANY \_\_\_\_\_ PHONE (AREA CODE) \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Make and model of COM equipment you are now using or plan on using: \_\_\_\_\_

## WANTED

## SOFTWARE MARKETING COMPANY

## WITH PROGRESSIVE MANAGEMENT AND NATIONWIDE DISTRIBUTION POTENTIAL

We are a major manufacturing company with a UNIQUE ONLINE Accounts Receivable program. This is an "EVERYMAN" program and should represent sales well in excess of ONE MILLION DOLLARS.

We will consider only those firms with reliable & proven performance records. For additional details and arrangements for a demonstration, please address replies to:

C. Gottesman  
246 Park Ave.  
New York, N.Y. 10017



## Success Causes Problems

# Plant Processing Eases Production Paper Problems

By Paul R. McGarr

Special to CW

GREENSBORO, N.C. — The booming success of a fabric mill here, while gratifying to corporate management, caused a paperwork nightmare on the production lines that could only be solved through the introduction of a new computer system.

The sales at Guilford Mills have more than doubled in four years to a yearly figure of \$53 million, but the growth in order volume caused headaches on the production lines.

Fabric awaiting packing piled up. At each wrapping table, as rolls were wrapped, a man called the piece number and yardage for each roll into a microphone.

Several microphones were going at once, and the girls who filled in longhand shipping papers frequently had difficulty hearing the correct numbers. The errors

were compounded when the shipping papers were later used as source documents for customer invoicing.

In order to overcome the paper bottleneck to the packing lines could handle increases in volume, the firm installed computer-based data entry systems that relieved packing line employees of all direct paperwork preparation.

The first system, installed at Guilford Mills' main plant in 1970, consisted of a process control-type computer, an IBM 1800 data acquisition and control system, six IBM 1077 data entry units and three printers.

Over a six-day week, working two shifts a day, the main plant now ships an average of 450,000 pounds of fabric, and has peaked at over 500,000 pounds with the system.

Previously, the plant averaged 340,000 pounds for a six or seven-day week with heavy overtime, and still had to shut

down the finishing operation periodically to allow the packing line to catch up with production volume.

A similar system was installed at nearby Oak Ridge in the fall of 1971.

### How System Works

When a dye order is set up, for example, punched cards containing all relevant information, are produced and entered into the system at the plant which will process the order.

All other information for packing line paperwork is input via the data entry units by setting thumb-wheels. For example, the first thing each morning the operator at the wrapping table enters the date and first case number. He also dials in the dye order number each time he begins wrapping rolls from a new dye order as well as the tare weight of the carton and tubes any time there is a change.

But for each roll he wraps the operator dials in only the piece number and number of yards. The two data entry units at each table are pluggy-backed — the piece number and yards are entered at the top unit; less frequent entries are input via the bottom one.

The rolls move down the conveyor line to another operator at the scale. He dials in the number of rolls placed in the carton and the scale weight, then pushes a button.

The printer beside him produces the six-part shipping paper set imprinted with the ship to information which may be the name of a customer or "back and hold," and the case, order, color, dye order and piece numbers, style, width, color number and description, linear yards, fold, quality, number of pieces, number of rolls, tube weight, carton weight, gross and net weight, total yards and the date. The number of pieces, yards, and the weight are produced from packing line entries and/or from computer calculations. The rest of the data is retrieved from disk memory storage.

The operator detaches the last copy, the case label, from the set, wets the gummed side, affixes the label to the case, and forwards the remaining copies in the set for distribution.

Meanwhile, in the packing office, the printers there produce the bills-of-lading and the invoices, again based on a combination of stored data and information dialed-in from the packing area.

At the main plant, invoicing cards are produced for processing by the central computer. And cards are produced to update inventory records.

Including both shifts and vacation replacements, we have three or four operators who have used each of the units and they all grasped their operation quickly. This is perhaps because so much of the data and all of the calculations involved are provided by the computer.

With this level of computer assistance, we feel we could increase our packing capacity 50% at the main plant merely by adding one additional table and two operators. We also may install electric scales, feeding directly into the 1800.

We estimate that the present applications require less than one-fourth of the capacity of the process control computers. This is fortunate because they will play a key role in our developing plans for an on-line, data base system.

All relevant plant data will be supplied through the computers, which will be linked to a larger central computer. It will, in turn, be designed to provide pertinent management information at various levels via CRT terminals.

Guilford Mills is building a 170,000-square-foot warehouse adjacent to the main plant and plans to install data collection equipment there.

Next, we plan to expand the system throughout the manufacturing areas such as the laminating plant, print plant, and all sections of dyeing and finishing operations.

Finally, we will tie in the company's retail and sample areas in New Jersey. Thus, we hope to ultimately coordinate all operations on-line — from on-order new materials through final sales and sales analysis.

While the total system is perhaps three years in the future, we have already initiated knitting machine monitoring via the 1800 computers. We are starting with 80 machines at one plant, with another 28 just now being installed, and 26 others a little later.

Improved personnel scheduling will be tied-in to scheduling of yarn from a computer-based yarn inventory system. We anticipate that the net result will be substantial upgrading in overall efficiency.

McGarr is vice president/finance, secretary and treasurer for Guilford Mills.

## Usually a third party makes a crowd.

## Our third party can make a company.

Starting a company that makes computer equipment can be easy.

Servicing what you sell can be a problem.

And that's where we come in—with a nationwide service system. The same system that provides service to all customers of GTE Information Systems, a major supplier of total data communications systems.

Chances are that one of our more than 500 service specialists in 72 cities is within a 60-minute drive of 90% of your customers.

And when we say specialist, we mean specialist. We're talking about a man that works for a company with 10 years' experience in servicing computers and peripheral equipment.

He's not a repairman (sometimes called a customer engineer); he's a man that knows computers and computer equipment.

To us he is a specialist. To you he could be a godsend.

Our specialist saves you the cost of supporting a large field staff. And your customers get the benefit of fast service.

If three a company, that's nice company to be in.

For details call Chuck Olano at 609-235-7300. Or write to him at GTE Information Systems, Service Division, East Park Drive, Mt. Laurel, N.J. 08057.

**GTE INFORMATION SYSTEMS**





# Many things we finance aren't even electric.

(EXCEPT PERIPHERALS)



No matter what make, model or generation of computer, General Electric Credit Corporation can finance or lease the peripheral equipment. Mainframes? We finance and lease them, too.

As a multi-billion-dollar corporation, we have the resources immediately available for all your needs. Practically no lease or loan is too big for us to handle.

At GECC, financing programs are custom designed — from beginning to end — to meet specific requirements.

Get all the facts! Write to Tony Fasanella, GECC, 260 Long Ridge Rd., Stamford, Conn. 06902. Or phone him at (203) 327-7700.



**General  
Electric  
Credit  
CORPORATION**

Administrative Offices:  
Stamford, Connecticut 06902 • (203) 327-7700  
Leasing and Industrial Loans







Coming in the June 28 issue of *Computerworld* is a special supplement on

## Software and Measurement

In this supplement, our editors will examine the current state of the software field, including:

- Improving CPU productivity through efficiency measurement packages.
- Time sharing packages.
- DOS enhancement from independent suppliers.
- New software support to RCA's Spectra users.
- Improvements and new packages for small systems.
- Application and machine packages.

This supplement is must reading for computer users and must advertising for software marketers.

Closing is June 9. Contact your *Computerworld* representative soon, as ad space is limited. For details, call Dottie Travis or Dawn Silva at *Computerworld*: (617) 332-5606.

**COMPUTERWORLD**  
THE NEWSLETTER FOR THE COMPUTER COMMUNITY

797 WASHINGTON ST., NEWTON, MASS. 02160 • (617) 332-5606

## Position Announcements

### COMPUTER OPERATIONS ADMINISTRATOR

Phoenix, Arizona  
\$14,772 - 18,972 (anticipated July 72 \$15,289 - 18,638)  
Supervise Honeywell H304 computer operation with remote Data Communications. Requires considerable supervisory experience in computer operations, High School or G.E.D. plus college courses in systems analysis, data processing and accounting. Apply Personnel Department, Room 500, 251 W. Washington, Phoenix, Arizona 85003.

### EDP FACULTY NEEDED

There is an opening at the Vocational-Technical Institute of Southern Illinois University for a capable ambitious, creative business, B.S. degree holder to take charge of the school's Data Operating System, teaching several programming languages, and related courses. The qualifications preferred are a master's degree, C.D.P. special interest in improving instructional technology and three or more years of related experience. The salary is open and we are an equal opportunity employer. Send resumes to:

Dr. Andre L. Pratt, Dean  
Vocational-Technical Institute  
Southern Illinois University  
Carbondale, Illinois 62901

### ENGINEERS

### PROGRAMMERS

Immediate openings with fee paid client companies involved in design, manufacturing and sales of computers and peripherals. Please submit resume w/salary to:

### VIP Search Inc.

Box 57  
Medway, Mass. 02053  
Professional Placement Service

### JOBS JOBS JOBS

WHY IGNORE the world's largest employer of EDP personnel? Over 30,000 positions; 5000 CPU's. Information for all geographic areas. Extensive advice and specific recommendations for securing jobs with the Federal Government. Send \$4.00 to: The Washington Consultants  
Department 23  
P.O. Box 39094  
Washington, D.C. 20016

## EDP POSITIONS

ROLLINS, Inc. has the fastest growing EDP department in the country. Our expansion program dictates need for Senior Systems Design Analysts, Programmer Analysts, and Programmers. If you are proud of your accomplishments and want to join a progressive organization, send resume including salary requirements, in confidence to:



Director of Personnel  
**ROLLINS, INC.**  
P.O. Box 647

Atlanta, Georgia 30301  
An Equal Opportunity Employer

## We're hiring district managers

We've been a leader in core memory since 1964. Our CorPak line includes add-on memories for all of the basic System 360 models.

We are looking for additional representation.

If your organization is qualified to represent CorPak,

### CALL COLLECT

KEITH STAFFORD, (213) 641-8520.  
INFORMATION CONTROL CORP.  
9610 Bellanca Avenue  
Los Angeles, California 90045



## Experiencing late delivery of Computerworld?

ATTACH LABEL HERE when writing us about late delivery, change of address, or other adjustments. Please allow four weeks for change of address. If you are receiving duplicate copies, please attach both labels.

If you are experiencing any delays in receiving your weekly copy of *Computerworld*, please contact our circulation department.

Send a copy of your most recent mailing label along with delivery history.

Forward to: *Computerworld* Circulation Department, 797 Washington St., Newton, Mass. 02160.



## POSITION ANNOUNCEMENTS | POSITION ANNOUNCEMENTS

IMMEDIATE OPENINGS  
FOR ENGINEERS

The Boeing Company's Aerospace Group has immediate openings for engineers in the following areas:

## COMMUNICATIONS ENGINEERS

- R.F. communications, including circuit analysis. Work will involve performance determination and interface with subcontractors.
- Design and implementation of subsystem level status monitoring, fault detection and fault isolation.
- Design of subsystem impedance matching circuitry, amplifiers and monitoring circuitry.
- R.F. equipment specification, preparation, proposal evaluation, performance determination and monitoring of sub-contractors for HF and VHF equipment.

OPERATIONS/SYSTEMS  
ANALYSTS

- Perform operations/systems analysis in support of new business and ongoing programs. Involves development of system operations requirements and concepts leading to system design, analysis of man/machine system performance and evaluation of system cost effectiveness.
- Product areas include information systems, strategic and tactical systems, surface transportation and social/urban systems.
- Positions require 2 to 10 years in actual system definition, development and evaluation, and the application of analytical techniques and computer technology.

## TEST ENGINEERS

- Avionic systems and airborne electronics assignments. Positions include: Test conducting, planning, data analysis, test reporting and evaluation. This work is for the development and qualification of hardware and software electronics of aerospace products.
- A limited number of test engineers are also needed in the development of rapidly expanding commercial/industrial product lines.

COMPUTER SOFTWARE  
ENGINEERS

- Realtime operational systems requirements analysis and design. Includes definition of computer software requirements, developing plans and specifications, performance of trade and design studies of hardware/software systems.
- Realtime operational systems computational analysis and algorithm development. Develop and evaluate numerical algorithms to satisfy specific requirements for aerospace systems.
- Realtime operational systems computer program development and implementation. Development and implementation of computer programs for operational systems, simulators and other real-time applications and for programs to assist in debugging and testing of operational software systems.
- Computer hardware systems design and application to aerospace products.
- Electronic information display systems design.

RADAR NAVIGATION &  
GUIDANCE ENGINEERS

- Recent design and evaluation experience in missiles and aircraft radar, guidance and navigation systems. Positions involve analytical and experimental work in conjunction with guidance hardware equipment development of major avionics systems such as:
  - Mid-course, terminal and homing guidance.
  - Area analysis.
  - Radar homing techniques.
  - Optical guidance.
  - LR homing systems.
- Requires working experience in field of guidance with B.S., M.S. or Ph. D. degree/s in physics, electronics or aeronautical engineering.
- Education requirements: All positions require a B.S. or higher degree in an applicable discipline. Any additional qualifications are listed in individual categories above.
- Please send detailed resume to: R. F. Robinson, The Boeing Company, P.O. Box 3707, Dept. AAC, Seattle, Washington 98124.

**BOEING**

Aerospace Group  
An Equal Opportunity Employer

Buy  
Sell  
SwapFOR SALE  
BY OWNER

65K Mod 40 Core

Feature 4457 for Mod 40

Robert R. Russell  
Systems Marketing, Inc.  
3003 North Central Avenue  
Phoenix, Arizona 85012  
(602) 263-0928

## BUY-SELL-LEASE

IBM Computers  
& Unit Record  
WANTED  
IBM 360/20 System  
FOR SALE  
IBM 1401 16K System  
IBM 3311 Disk Drives  
THOMAS COMPUTER CORP.  
425 N. Michigan - Suite 500  
Chicago, IL 60611  
(312) 564-1401

## Wanted IBM 360's

All models  
and components wanted.

## Free Appraisal.

ABLE COMPUTER INC.  
825 Bard Ave.  
Staten Island, N.Y. 10310  
212-273-3721

UNIVAC  
FASTRANDS

## Best Offers Will Buy

3-Fastrand II  
Model 6010-00  
1-Fastrand Controller  
Model 5009-04  
W/Buffered Memory Feature  
Principals & Brokers

Write  
C/W Box 3634  
60 Austin Street  
Newton, Mass. 02160

## BUY SELL SWAP

FOR SALE  
360/20's

July Availability  
2020 D2  
2501 A2  
1442 S  
1403 Z  
2311 11 (2)  
2415 1

Contact: ECONOCOM  
P.O. Box 16902  
Memphis, Tenn. 38116  
(901) 396-8600

Wanted  
to Purchase

360/40 G or H  
360/44 G, H Sale or Lease

CONTINENTAL  
INFORMATION  
SYSTEMS CORPORATION  
700 East Water Street  
Brynore, New York 13210  
(315) 474-5776

## WANTED FOR LEASE

OR PURCHASE  
360/65 J or 360/75 J

Principals Only  
Delivery: 4th Quarter 1972  
Reply with prices, serial  
numbers, availability dates.

CW Box 3620  
60 Austin Street  
Newton, Mass. 02160

we buy  
and sell

IBM Computer Systems  
& Unit Record Machines  
NCR 31-32-33 Etc.  
Burroughs - Fridens  
403 Broome Street  
New York, N.Y. 10013  
(212) 966-5931

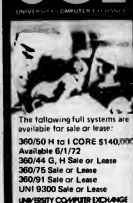
## 360(30) FOR LEASE

2030 (E) 32K +16725  
3237, 4427, 4760,  
6860, 7915, 7520  
1061 (N1) =53174  
3130, 4410, 4411  
1052 (06) =63808

Contact  
Data Automation Services  
4858 Cash Road  
Dallas, Texas 75247  
(214) 637-6570

## BUY SELL SWAP

## UCE



The following full systems are  
available for sale or lease:

360/50 H 11 CORE \$140,000  
Available 6/1/72  
360/44 G, H Sale or Lease  
360/75 Sale or Lease  
360/91 Sale or Lease  
UNI 9300 Sale or Lease  
UNIVERSITY COMPUTER EXCHANGE  
2001 Jefferson Ave., Suite 1000  
Arlington, Va. 22202  
(703) 882-7500

IBM 360  
BUY...SELL...LEASECALL  
CEI

Immediately Available  
IBM 360/30 Core 1.5,5,2.0  
IBM 360/40 Core  
2401 Tapes 3,5,6

CEI - THE ORIGINAL  
COMPUTER EXCHANGE  
THE COMPUTER  
EXCHANGE  
INC.  
111 GRACE AVENUE,  
GREAT NECK, N.Y. 11031  
516 466-6500

## SALE/LEASE

2020 BC2 12K 1403-2  
2501 A2/2520 A2/W/NO  
24151  
SALE

2520 A1-2501 A2

## WANTED

2020 D2 System  
AMERICAN LEASING &  
FINANCIAL CORPORATION  
526 Land Title Building  
Philadelphia, Pa.  
(215) LO 8-6620

## Computerworld Sales Offices

Vice President - Sales  
Neal Wilder  
Sales Administrator:  
Dorothy Travis  
COMPUTERWORLD  
797 Washington Street  
Newton, Mass. 02160  
(617) 332-5606  
Northern Regional Manager  
Robert Ziegler  
COMPUTERWORLD  
797 Washington Street  
Newton, Mass. 02160  
(617) 332-5606

Mid-Atlantic Regional Manager  
Donald E. Fagan  
COMPUTERWORLD  
225 West 34th Street  
Suite 1511  
New York, N.Y. 10001  
(212) 504-5644  
Midwest  
Neal Wilder  
COMPUTERWORLD  
(617) 332-5606  
Los Angeles Area:  
Bob Byrne  
Robert Byrne & Assoc.  
1541 Westwood Blvd.  
Los Angeles, Calif. 90024  
(213) 477-4208

San Francisco Area:  
Bill Healey  
Thompson/Healey Assoc.,  
1111 Hearst Bldg.  
San Francisco, Calif. 94103  
(415) 362-8547

Japan:  
Yoshi Yamamoto  
Nippon Keisoku Inc.  
P.O. Box 410  
Central Tokyo, Japan







BUY SELL SWAP	BUY SELL SWAP	BUY SELL SWAP	BUY SELL SWAP	BUY SELL SWAP
<b>FOR SALE</b> <b>Honeywell</b> <b>1250 System</b> 1251-3 65K CPU, 208-1 PCU, 214-1 Punch, 222-6 Printer, 223-2 Reader, 2038-4 Tape con- trol, (5) 2048-B Tape Drives <b>Thomas Computer Corp.</b> 625 N. Michigan Suite 500 Chicago, IL 60611 (312) 944-1401	<b>32K PDP-15/40</b> <b>FOR SALE</b> <b>or possible</b> <b>LEASE</b> conversion PDP-15/40 system with magnetic tape and card reader. 80% of list price. Available immediately. System has disks, disc tapes, mag tape, high speed paper tape reader and punch, card reader and an extra 8K of core. CW Box 3623 80 Austin Street Newton, Mass. 02160	<b>360/50 CORE</b> <b>FOR SALE</b> <b>OR LEASE</b> 128K "HG" To "I" or "G" To "H" <b>AVAILABLE IMMEDIATELY</b> CW Box 3557 60 Austin Street Newton, Mass. 02160 <b>PRINCIPLES ONLY</b>	<b>360/50's</b> Buy a 360/50 through our bro- kerage division. We will have available from our client the fol- lowing systems as indicated: June - 360/50-1 & H July - 360/50-1 August - 360/50 H Sept. - 360/50-two 1's Mix or match to fit your needs. Call or write: CAC Box 80672 Atlanta, Ga. 30341 (404) 458-4425	<b>WANTED TO PURCHASE</b> <b>IBM 360/65</b> <b>PRINCIPALS ONLY,</b> <b>PLEASE</b> CW Box 3617 80 Austin Street Newton, Mass. 02160
<b>THE HALSEY CORPORATION</b> wants to buy 1400 7000 and 360 series computer systems, tape drives and peripheral equipment The Halsey Corporation 1367 Central Avenue Middleton, Ohio 45042 (513) 424-1697	<b>1130 COBOL SORT</b> • In-Place Disk Sort Subroutine • Sorts Alphabetic, Display & Computational Files • Easy To Use - Fast • Minimal Core Requirements in Coding Program • Cheap (\$100) • Thoroughly Tested CALL OR WRITE: John McCormack CAMP DRESSER & McKee Inc. 1 Center Place, Boston, Mass. 02108 (617) 742-5151	<b>FOR IMMEDIATE RENTAL</b> <b>(5) IBM 2311</b> <b>WE WILL NOT BE UNDERBID</b> <b>I.O.A.</b> DATA CORP. 1425 JEFFERSON ST., NYC 10012 (212) 267-9400 FAX 22	<b>FOR SALE</b> IBM 2404-1 9-T IBM 2402-1 9-T IBM 2402-1 9-T IBM 2402-1 9-T (312) 852-1308	<b>FOR SALE</b> <b>CALCOMP PLOTTER SYSTEM</b> System consists of 763 drum plotter, 30 inch 770 tape drive, 8 channel paper conversion kit condition like new. Price \$28,000 Contact: J.M. Edelman (504) 348-1441 or C.H. Hollis, (504) 348-0036
<b>FOR SALE or TRADE</b> 37 - IBM 026 Key punches 12 - IBM 029 822 Key punches Immediately Available CMI Corporation 16225 E. Warren Avenue Detroit, Michigan 48224 (313) 889-0440	<b>SALE-LEASE</b> 1401's & 360's at Very Low Prices 024 - \$350; 028 - \$1200; 056 - \$450; 077 - \$700; 082 - \$900; 083 - \$2700; 085 - \$1700; 090 - \$1000; 093 - \$1500; 407 - \$4300; 514 - \$1200; 515 - \$1400; 1316 Disk Reader - \$95.00 - \$300; Disk Reader - Tape - \$1200; Communi- cation - \$550; 1420 - \$10,000; 6400 - \$12,000; 1401/360. ALL DATA, 108 Henderson Willow Springs, IL 60060 (312) 839-5164.	<b>FOR SALE</b> <b>Univac 9200</b> 12K CPU, 400 CPM, Card Read- er, 120 PP Printer, 75-200 CPM Card Reader Punch, Multi-Ply Divide-Edit, Short Card Read, Selective Stacker, Available July 15, 1972 Approx. D. Bruce (313) 896-0789 Detroit, Mich. 48208	<b>FOR SALE</b> <b>IBM 360/30</b> 2030E (32K - 2 mic) 2237, 3095, 4456, 4463, 4668, 4780, 6960, 7015 Available July 1972 Under IBM Maintenance Price \$38,000.00 <b>NVC COMPUTER SALES</b> Benjamin Fox Pavilion Suite 616 Jenkintown, Pa. 19046 (215) 711-7404	<b>Building For Rent</b> <b>With Computer Room</b> Symmet, L.L., N.Y. (Nassau County) Prestige, Air Conditioning, 16,500 sq. ft. J story brick building, Off L.I. Expressway. Excellent parking. Sub- lease for offices or manufacturing. Contains a superb R.F. screened raised floor computer room. Includes a raised floor with humidity, tempera- ture, and air cond. control. For- merly used by Searcy. Ready for immediate use Call: (516) 747-7250 or Write: Herzt 50 Washington Avenue Garden City Park, N.Y. 11040
<b>IBM 360/30, D(16K).</b> 1.5 microsecond CPU Ready to ship. For Sale or Lease D.P. Equipment Marketing Corp. 150 W. Riverway, N. Wm. Vt. Call (212) 925-7337 Ext. 1	<b>TELETYPE AND COMMUNICATIONS EQUIPMENT</b> <b>BUY - SELL</b> Have inventory of renewed tele- types, couplers, modems and CRT's. Why wait 4-6 months to order direct from manufacturer? Why pay high rentals? All our equipment warranted at new. We also want to buy your excess inventory of renewed teletypes or communications equipment. Call us now: (313) 642-2658 <b>DATA COMMUNICATION</b> <b>EQUIPMENT BROKERS, INC.</b> 17856 Briarwood Birmingham, Michigan 48069	<b>FOR SALE</b> <b>4 MAI 2405</b> <b>TAPE DRIVES</b> 9-Track, power windows, dual density. Two years old Maintained by Sorbus, Inc. Reason for sale: System discontinued Sealed bids accompanied by cer- tified check for 10% of bid will be accepted for opening June 15, 1972. Please send your bid and check to: Mr. Edward Keck Vice President D.C. National Bank 1801 K Street, NW Washington, D.C. 20006	<b>FOR SALE</b> <b>Univac 9200</b> 8K with Card Reader, Punch and 250 LPM Printer To Buy-Sell-Lease Call Collect or Write to: Computer Systems/ Graphics, Inc. 20 West 9th Street Kansas City, Mo. 64105 (816) 474-6890	<b>WANTED TO BUY</b> <b>360/30</b> <b>Corporate Computers Inc.</b> 420 Lexington Ave. New York, N.Y. 10017 (212) 532-1200
<b>FOR SALE 360/30-65K</b> <b>AVAILABLE June 1, 1972</b> 2 Selector Channels 1401 Compatibility Storage Protect Decimal Arithmetic Including Complete I/O Set <b>TLW</b> <b>COMPUTER INDUSTRIES</b> For The Best Buy In 360's Dual (312) 295-2030 Frank Sylvester 222 East Wisconsin Avenue Lake Forest, IL 60045 or (404) 451-1595 Tom Williams P.O. Box 29763 Atlanta, Ga. 30329	<b>BUY-SELL LEASE</b> <b>IBM COMPUTERS - U/R EQUIPMENT</b> <b>Wanted For Sale</b> 1403/2 1442/5 1130 360/20 360/20's <b>CONTACT:</b> <b>KEN BOULDIN</b> <b>JOHN FERGUSON</b> P.O. Box 16002 2723 W. MICHIGAN ROAD • SUITE 135 MEMPHIS, TENN. 38116 • PHONE (901) 396-8600	<b>LEASE BUY SELL</b> <b>DEAL WITH PROFESSIONALS IN PLACEMENT OF</b> <b>PRE-OWNED 360 EQUIPMENT</b> <b>computer wholesale corp.</b> SUITE 41-42 NATIONAL BANK OF COMMERCE NEW ORLEANS, LA. 70112 <b>W 581-7741</b>	<b>360 Model 50 Lease-Sale</b> <b>50 H (262K)</b> 1401 Compset, 2 Selectors 1052 Adapter \$8300 NET/Mo. (short term) <b>50 HG (393K)</b> 3 Selectors 1052 Adapter 10,300 NET/Mo. (short term) <b>Data Processing Financial &amp; General Corporation</b> 875 North Michigan Avenue, Chicago, Illinois 60611 312-822-0291	









# The System/3 cure-all.

System/3 users have questions that demand answers, but the answers are hard to come by. What peripherals are available other than from IBM? What software? Are they any good? And who can the System/3 user go to for objective answers to major questions?

The answer is Group/3, the national organization for System/3 users. Group/3 is more than a users' group that merely puts on an annual meeting and disseminates an occasional periodical. Group/3 is service. Sure, it has a Journal, published monthly. But workshops will be held on a local rather than national basis to save you money.

And more. Group/3 has a toll-free number that allows its members to get immediate answers to questions without charge. There is a product evaluation service. There is

software developed by Group/3 for specific applications. There are product discounts for members. There are package exchange programs and application handbooks. And the Group/3 staff of System/3 professionals maintains its own System/3 data center for continuing research and development.

And all this is available for only \$20 a month (\$10 if you join before June 30). You really can't afford not to be a member. It's good medicine.

## GROUP/3

6399 Wilshire Blvd., Suite 300  
Los Angeles, Calif. 90046 • (213) 653-1833

Please enroll my company as a member in Group/3 with full Charter Member advantages.

☐ Enclosed find my first month's dues of \$10 (offer good until June 30, 1972); subsequent dues will be billed quarterly.

☐ Invoice my company.

☐ Please send further information.

Our System/3 is ☐ Model 6 ☐ Model 10

Our System/3 is ☐ Card ☐ Disc

Name

Title

Company

Address

City  State  Zip Code



## CI Notes

### GE Plans Mark III Service

BETHESDA, Md. — GE is to introduce its new Mark III time-sharing service late this summer along with a new high-speed remote concentrator. The concentrator, called the Detanet 1600 and jointly developed by Information Service Division and the Data Communication Products Department, is a high-speed unit which will support all IBM bisynchronous communications as well as Ascl.

The new Mark III service will allow a user to perform remote batch work and time sharing. The system differs from some others, because separate computers will handle the different work, although it will appear as a single system doing foreground/background processing, according to GE.

### Mohawk Pressing Tape Action

HERKIMER, N.Y. — Mohawk Data Sciences Corp. will be making the first deliveries of its newly acquired tape drive line in the very near future.

The drives, acquired as part of the deal which brought Bucoide Inc. to Mohawk, include units compatible with the IBM 3420 unit as well as a large line of OEM equipment, which will also be marketed by Mohawk.

### Telex Terminal Expected

MINNEAPOLIS — Telex will soon announce a point-of-sale terminal system. Based on a minicomputer, the first system will be installed at a chain of specialty stores in the Southwest and will be built by the Minneapolis division of the firm.

### Univac to Announce Controller

BLIVE BELL, Pa. — Univac will probably introduce the UTC terminal controller soon. The device will allow Univac CRTs to be interfaced with IBM 360s and 370s and will make the Univac CRT look like an IBM 2260 to the IBM CPUs.

### Supershorts

Computer Machinery Corp. has announced the shipment of its 100th and 101st CMC 5 Keyprocessing systems to Hattfield Courts, Hartford, Conn. CMC is in its fifth month of deliveries of the CMC 5.

GRI Computer Corp. has announced a national service agreement with the Services Division, Electrical Group, Reliance Electric Co.

Corvax Corp. has received from Computer Machinery Corp. an order for 1,000 CRT units for use as the display portion of data entry terminals.

On-Line Systems, Inc. has signed a licensing agreement with Applied Data Research, Inc. to market the Mimic small-computer-program development system.

Argonaut International, Inc. has announced a complete service for firms seeking to market or expand its marketing efforts abroad. The firm will assist computing, information processing and office equipment suppliers in their export efforts.

Computer Terminal Co. has shipped over 425 Datapoint 2200 computer/terminal systems since going into volume production with the unit in the latter half of 1971.

## IBM to Drop Extended 30 Maintenance Abroad

By E. Drake Lundell Jr.  
or the CW staff

NEW YORK — IBM World Trade Corp. will not maintain 360/30 CPUs that have been extended beyond the 64K limits imposed by IBM, even though the parent company will maintain those systems in the U.S. on a best-efforts basis as the result of the stipulated judgment in the *Int'l/AMS* suit against IBM.

Most immediately affected will be Computer Investors Group which has several European orders for Data Recall memories which they market. The official IBM position on the market is that "IBM World Trade will offer contract amendments to cover a specified level of maintenance services to all IBM customers who have on order prior to May 1, 1972, and installed on or before July 1, 1972, 360 model CPUs which have been altered in order to increase their memory capacity to 96K or 128K bytes."

After the dates for orders and deliveries mentioned in the statement, IBM will not offer maintenance of any type — not even on a best-efforts basis — to overseas customers.

The move only affects users who

want to expend the memories of their Model 30 CPUs and does not affect users of their machines in the 360 line. IBM has approved continued maintenance on most of the extended memories for other 360 computers on a worldwide basis.

Computer Investors Group, which has been actively marketing in Europe, has protested the move to IBM officials, according to Roger Goetz, vice-president for marketing.

"But we don't know what our next move will be," he added, noting that the independents would have to take IBM to court in every country where they do business if they wanted to get a court settlement such as the one obtained in the U.S. as a result of the *Int'l/AMS* litigation.

Because of that lag, all of the manufacturers said they expected a surge in sales over the next year to 18 months although the European and worldwide market had not been very lucrative in the past.

"But who knows what will happen to that market now that IBM has made this move," one said, echoing the sentiments of all.

"It seems strange," another of the

extended memory makers said, "that IBM would make a move like this to deny the European users of the advantages of extended memory, when those advantages are available to the U.S. user with IBM maintenance on a best-efforts contract."

"The problem is especially critical," another pointed out, "since there are almost no independent maintenance firms with a strong organization in Europe. If the user decides that he really wants the extended memory, he will have no place to turn to get maintenance," he added.

"It is surprising," another said, "that IBM is able to maintain those systems ordered before May 1 and delivered before July 1, but not able to maintain those ordered or delivered after those dates. It seems to me to be a contradiction."

"I think IBM is trying to cut the independents' share of the overseas extended memory market before it even gets started," another manufacturer said.

"There aren't many units there now, and with this move it looks like there won't be many more in the future," he added.

## Peripherals 'Hot'

## Exhibitors Pleased — They Find Sales

By a CW Staff Writer

ATLANTIC CITY — Even with a declining number of booths and exhibiting companies, the opening show was rated a moderate success by many exhibiting companies.

At the same time, however, many of the exhibitors on the floor — and apparently many non-exhibiting firms — felt the semiannual shows should be done away with in favor of one national show with possible regional adjuncts (see story on Page 38).

With the number of exhibitors down to 144 from 195 last spring, the rate of technological development and new product innovation dropped considerably from many past shows.

The introduction of Domain Tip Technology in a product form drew heavy crowds to the Cambridge Memories booth, according to Dick Egan, marketing vice-president, who said the firm was seeing some good customer contacts with the possibility of several sales from the show.

But while interest was high in this new memory technique, there were almost no representatives at the show for semiconductor memories, and the traditional OEM core suppliers were demonstrating their end-user products and putting little emphasis on the traditional core business.

The hottest OEM area of the floor was

devoted to peripherals for minicomputers, although most of the large mini-companies were absent, with the exception of Data General.

"While we don't seem to be seeing as many people as we have at other shows," one of the mini peripheral people said, "we have been seeing some good contacts and making enough sales to make the show pay for itself."

"This is the type of show we will be seeing more often in the future," a tape drive manufacturer said, "with little emphasis on new products and more emphasis on improving present units that are already in use."

"I also think," he commented, "that the orientation of the shows will still be pretty heavily OEM, even though Alps seems to be making most of its efforts in expanding the end-user base of the conference."



(CW Photos by E.D. Lundell Jr.) David Kreuger (on crutches), marketing manager of Kennedy Co., points out a feature of the firm's 9000 Series tape transport.

The earliest possible date for changing to the one-show format would be in Philadelphia next spring, but most informed sources are betting it will begin in 1974 with the spring show in Chicago.

In order to boost attendance at the next show (in Anaheim, Calif., this fall) Alps will sponsor a group of user-oriented joint meetings along with its regular conference activities.

But at the same time Alps is trying to integrate vertical market shows into the ICC format, several of the exhibitors on the floor were calling for a more industry-oriented show — aimed almost exclusively at designers and the OEM business side of the industry.

Even with the changes in the scheduling of the shows under active consideration, there is still the possibility that the ICCs will stay in their present form, due to the relative success of this year's conference.

As one exhibitor said: "This is a lot better than I expected. The people are good and I'm making sales, so why change the whole idea to something that might not work."

James Wells of Calsus shows the Model 303 disk drive to W.D. Melville of Eastman Kodak.



## Tape Drives, Cassette Recorder Brighten Firms' SJCC Displays

ATLANTIC CITY—Several firms used the Spring Joint Computer Conference here last week as a showplace to introduce new tape drives.

Per Data and Kennedy Co. found the show a useful forum for the announcement of new tape units, while Sycor was active in displaying its Model 125 Sycorder, a digital cassette recorder presently used in its intelligent terminal system.

The new Kennedy 9000 drive, designed for the OEM marketplace, operates at up to 45 in./sec. The 7- or 9-track unit can operate at either 800 bit/in. or 1,600 bit/in., the firm said.

The unit sells for \$3,125 in single quantities and as low as \$2,500 in quantities of 100.

The firm also introduced the 8075 buffered tape unit, capable of operation at from 25 in./sec to 90 in./sec, the firm added.

The 7- or 9-track unit uses a vacuum transport to search at speeds of up to 150 in./sec.

The 8075 sells for \$5,400 in single quantities and \$4,600 in large orders.

The Per Data Series 600 tape transports include: the D-600-1 at 25 in./sec; the D-600-2 at 37.5 in./sec; the D-600-3 at 45

### SJCC OEM Products

in./sec; and the D-600-4 at 75 in./sec.

All of the units in the family cost \$3,995 in single quantities for the 800 bit/in. model and \$4,895 for the 1,600 bit/in. version.

The unit features IBM-compatible head guide geometry and bidirectional operation, the firm said.

Start time is 5 msec at 75 in./sec as is



Bell & Howell's Mark-Tape System

stop time, with start and stop time being inversely proportional to the speed for the other models in the line, the firm added.

The Model 125 Sycorder from Sycor writes and reads at 12.5 in./sec providing a data rate of 10,000 bit/sec at 800 bit/in. packing density, Sycor said.

The unit features 20/25 msec start/stop times and can be purchased as a mechanism only, or with various combinations of read-write, motion control or logic electronics, the firm said.

The maximum capacity is 300,000 characters, the firm said.

**Caelus Memories Disk Drives Come in 24, 48 Mbit Versions**

Caelus Memories, Inc.'s booth featured its new front-loading Model 203 micro-



International Teleprinter's Telerex-30

mini disk drive and the Model 103 fixed disk drive. Ninety percent of the new drive components is common with the top loading Model 303 already on the market.

The 203 provides 24 Mbit of storage on a single removable disk, or 48 Mbit with the addition of a second fixed disk.

The 203 interfaces with all common minicomputers and may be rack, console or desk mounted, Caelus said. It utilizes the same controller as the top loading Model 303 and the Model 103, a sealed, fixed disk drive that sells for \$1,800.

The 103's fixed disk and voice coil operated moving head are permanently sealed in a dust-free environment.

**International Teleprinter Shows 30 char./sec Printer**

A new 30 char./sec teleprinter was unveiled by International Teleprinter Corp., Carlstadt, N.J.

The Telerex-30 uses an impact matrix print head, and delivers up to five copies.

The font and character set of the printer are determined by read-only memory IC chips in the electronics.

In 500-quantity, prices are \$600 for the printer mechanism and \$1,600 for a fully interfaced KSIT terminal.

Deliveries will begin this summer.

**Bell & Howell Displays Mark-Tape**

Bell & Howell demonstrated its new Mark-Tape system, designed as a fast and efficient way to capture source data on computer-compatible magnetic tape, according to the firm.

The Mark-Tape system reads pencil-marked, keypunched, preprinted and computer-imprinted data (or any combination of the four) entered on standard or elongated cards, or on page-size documents of any length.

Marked data is optically read, translated and written on a standard 1/2-in. reel, computer grade 1/2-in. tape in either 7- or 9-track configurations.

**Digitronics Has Tape Reader**

Digitronics Corp., Southboro, Mass., showed a new asynchronous perforated tape reader, Model 2015, and tape handler, Model 6015.

The tape reader/handler/punch line operates in bidirectional read modes, at asynchronous speeds to 150 char./sec and reads 5- to 8-level tape.

An optional tape handler, Model 6015, with 4-in., 5-1/4-in. or 6-in. diameter reels, is also supplied.

The 2015 combines a photoelectric read station with a bidirectional tape drive system.

**Houston Ins. Introduces Interface**

Houston Instrument, Bellaire, Texas, introduced a plotter interface for positive bus PDP-8 series computers which relieves the software of computing the best incremental straight line between two points and reduces the number of I/O commands to the plotter interface, the company said.

The interface is intended for use only in operational environments where computer time for driving a plotter is at a premium and should not be utilized instead of the standard DEC plotter interface when computational time is not critical, Houston said.

**Nortronics Has 1/4-in. Digital Heads**

Nortronics Co., Inc. exhibited its line of 1/4-in. digital heads in read-write and read-after-write format. Typical models, designated DQ-11B004K (read-write) and DQ-12B003K (read-after-write), are available with 1 track for serial mode recording; others have 2, 3 or 4 independent tracks.

## Unquestionably the best software value on the market today!



EDOS is... ■ Six Partitions ■ Automatic Load Balancing ■ Relocatable Loader ■ Blocked Fetch ■ Resident Transients ■ F-Level Linkage Editor ■ Automatic Volume Sensing ■ Procedure Libraries ■ Job Accounting Extensions ■ F-Level Volume Dump/Restore ■ Source Library Extensions ■ Text Editor

### EDOS IS...

EDOS was developed by The Computer Company to improve the performance and operational characteristics of the IBM Disk Operating System (DOS) on your System/360 or System/370. EDOS is the new support for the DOS user. EDOS is a continuing series of system releases offering coordinated enhancements to DOS. Through this, and future releases of EDOS, the current DOS user is provided both continuing support and the development of additional integrated enhancements. EDOS is, therefore, the Extended Disk Operating System. However, it is more; it is in many cases a logical alternative to OS. EDOS is modular. Each feature of EDOS is optional, minimizing the storage requirements of EDOS for each installation. The Resident additional storage requirement for most installations is less than 2K.

### COMPATIBILITY!

EDOS is 100% compatible with DOS. All IBM distributed programs and all user written programs will operate under EDOS without modification. No modification to the programs, job control language, or data files is required. Programs do not need to be recompiled. Problem programs can be run under the control of EDOS and then be immediately run under DOS control, if you desire. EDOS benefits are universal, from the 32K DOS system to the larger users who may be considering a DOS to OS conversion. EDOS is extremely easy to install since no changes are required to your current operation.

### PERFORMANCE!

EDOS is performance. The primary purpose of EDOS is to improve the throughput of your current system. This is accomplished by providing:

1. Additional new features to allow optimum use of your hardware configuration.
2. An improved operating environment for your system operators.
3. Enhanced functional characteristics of existing features.

Some installations have realized overall throughput improvements of 25% with EDOS. Equally important are the EDOS features, like six partition support, that provide new application opportunities.

### INEXPENSIVE!

EDOS is inexpensive. With all of the features and performance that EDOS provides, its compatibility and ease of installation, we believe you will want to evaluate it in your own installation. We frankly believe you will agree that EDOS is the most exciting systems software available. A 60 day free evaluation period is provided.

The basic System Release 4 of EDOS (all features except six partition support) has a lease price of \$225.00 per month.

The full System Release 4 of EDOS (including six partition support) has a lease price of \$300.00 per month.

The Computer Company  
7th & Franklin Bldg.  
Richmond, Va. 23219

Please send me additional information about EDOS.

NAME

TITLE

COMPANY

ADDRESS

CITY  STATE  ZIP



Systems Software Specialists

THE COMPUTER COMPANY

7th & Franklin Building • Richmond, Va. 23219 • 649-5823



## 'No Shortage of Need' Take It From Learson... 'Worst Is Over'

By Edward J. Bride

Of the CW Staff

ATLANTIC CITY — The computer industry has been through a "depression," but "things are looking up," according to IBM Chairman T. Vincent Learson.

Recalling the rapid rate of financial setbacks, Learson said the outlooks were also "healthy" because they forced industry and users to "face up to what was essential and what was not" in DP installations.

"The worst of that period is behind us," he told some 1,500 attendees at the keynote session of last week's Spring Joint Computer Conference.

"Things are looking up," he related, "and I hope that feeling is getting through to you." Business, in general, is "well on the way to recovery."

While managers still view computers as "indispensable" tools, he continued, "the ground rules have changed, and changed most sensibly."

Users today are demanding a guaranteed "good return on their investment," he said, "and they are insisting they be able to see that return over a sensible period of time."

With the technological advances of the next few years, "added new applications on current and oncoming systems" will

### But Overcapacity May Slow Computer Growth, Lynn Feels

ATLANTIC CITY — The growth rate in the computer industry is going to taper off, especially in the area of scientific applications, M. Stuart Lynn of Rice University told the SJCC here last week.

"It is now probable that the current overcapacity of computers will force industry to underwrite new applications to support continued expansion," Lynn said.

"Moreover, it is likely that the most acceptable applications will be those whose economic payoff is readily justifiable over the short term, in view of past management experiences and of the current economic climate," he added.

Unbundling of the major computer suppliers, Lynn noted, "has pushed applications research and development more than ever to the end-user. Although this has little impact on traditional users, it limits important uses of computers among new users."

In the future, the emphasis of the industry will be "on making known applications work in a more meaningful environment," Lynn added, emphasizing there will be a shift away from the scientific environment to other emerging application areas.

### Mag Disk Technology To Dominate Decade

ATLANTIC CITY — Magnetic disk memories not only will remain the dominant form of on-line storage over the next decade, but will achieve dramatic improvements in capacity and cost.

This prediction for the computer industry was presented at SJCC by IBM's John M. Harker, manager of future systems storage at the company's Systems Development Division Laboratory.

Given the momentum of the technology, Harker believes it will continue to run ahead of emerging alternatives at least through the 70s.

With the aid of new materials and methods, Harker estimates there is a potential to improve linear density by a factor of 5 to 10, and track density by a factor of 2 to 4.

Beyond that, he points out, the cell sizes will be limited by intrinsic noise, and the cost of further improvement could outweigh gains.

help computer usage "measure up very nicely to the historic growth rate of the past."

"For there is no shortage of need," he added.

Learson called the recessionary period a "depression" during his opening speech, although he preferred not to differentiate between that and the more often-used term "recession."

The IBM chairman expressed concern over possible government regulation of the computer industry, particularly with regard to consumer billing systems or ordering systems, noting "there is already legislation pending... to protect consumers against the automation that produces such unsettling results" as ruined credit reputations, frayed nerves and incorrect deliveries.

While the consumer must be protected, the industry itself must do the protecting, he indicated.

"Restraint and restriction," he stated, "can only lead to a stifling of innovation with bureaucratic rules and restrictions that could not only add to our costs — but seriously impair the freedom and flexibility we must all have" to keep computer technology moving.

The "tradition" of the computer industry, he said, was that it went ahead and did what it "sensed ought to be done," when issues arose.

The computer industry has "met the first test" of any new industry, he said, "to perform."

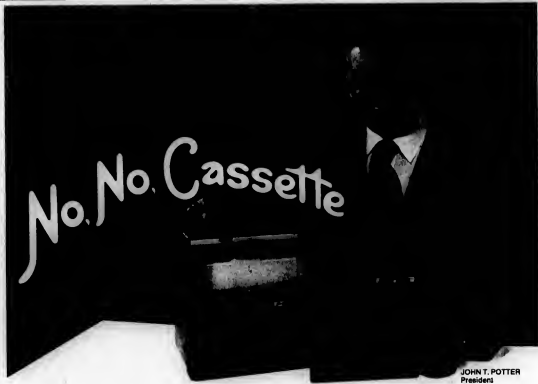
"And that performance," he said, "has kept for us the public acceptance we enjoy in the freedom to move this industry along as fast as creativity will take it."

The task facing the industry now, he continued, is that of "proving that this technology can be integrated constructively into the life of the nation."



(C/W Photo by V.J. Farmer)

"Things are looking up" — Learson



## No. 1 No Cassette

## And here's why...

"Yes, that's the way you'll feel when you realize that our new Flexible Disk Drive DD 480 can give performance and versatility to your data input station or terminal that cassette drives just can't match. Right from the start there are advantages — like loading the disk cartridge — it's easier than putting a record on your phonograph at home. Random access is another advantage. With a cassette drive it's virtually impossible. With the Potter Flexible Disk Drive you can access any block on the disk quickly and easily. Error checking is another operation to look at. With a cassette you have to reverse the tape back to the beginning of the block. With the DD 480 you can check read on the next disk revolution — a fraction of a second later. The disk capacity, 640,000 bits, is equivalent to 1,000 80-column cards — about a day's work for a keypunch operator.

Now, look at the mechanics and electronics. The entire unit is so simple, there is practically nothing to break down. Because we disengage the read/write head after one revolution with no commands and the drive motor after three revolutions with no commands, the life of the unit is virtually limitless. Finally, this outstanding disk drive is available in OEM quantities for as little as \$500! We can't imagine why anyone would use a cassette drive when they can get a disk drive like this. Let us send you complete details. Call your local Potter Representative or write to Potter Instrument Company, Inc., 532 Broad Hollow Road, Melville, N. Y. 11746, Phone 516 694-9000.



POTTER. A lot more than less expensive.



## System Design Roles Debated

# University, Industry... a Union?

By E. Drake Lundell Jr.  
Of the CW Staff

ATLANTIC CITY—The question of how much cooperation there should be between the universities and industry in the design of computer systems was debated thoroughly here last week with proponents for both more and less cooperation having a say.

At an SJCC session on "The Role and Scope of Computer Systems Design and Research in a University Environment," Professor Algrides Avizienis of UCLA called for greatly increased cooperation between the two.

### Coeexistence Required

"We need a coexistence between industry and the universities to design and put together innovative computer systems," he said.

Universities and the computer industry should band together in joint projects to design systems, with participation from employees of business, students and faculty, he added.

The university projects, he stated, should be aimed at producing machines made with state-of-the-art components, so that they can be turned over to the industry for commercial use quickly upon the completion of the design project.

The major advantage of research in the university environment, he said, was that it was not motivated solely by monetary considerations and therefore those involved would be more willing to take innovative risks than those in industry design projects.

The actual design and construction of large-scale computer systems was good experience, he added, for students in the computer sciences and would enable them to contribute more to the industry on completion of their studies.

The pitfalls to research on large-scale systems in the university environment, he added, have been a lack of familiarity with the manufacturing process which makes up a major part of the construction of computer systems. With cooperative projects this could be overcome by bringing in industry people with expertise in this area.

Often, he added, many university projects in the past hired too many professionals to complete large-scale projects and therefore didn't give enough training to their students.

However, while advocating large-scale projects cooperatively between the university and the industry, Avizienis noted that one of the major projects in this area—the project between Burroughs and the University of Illinois for the development of the Illiac IV—was a disaster, a view apparently shared by most of the panel.

There was a definite need, however, he noted, for cooperation so that the innovative ideas of the universities could find their way to the marketplace and so that innovation would continue to mark computer design work instead of being hampered by commercial constraint.

Edward J. McCluskey, professor of computer science and director of the Digital Systems Lab at Stanford University, disagreed by noting he was "skeptical of the idea of symbiosis between the universities and industry."

He also disagreed that building large systems was necessary in the education of future computer architects, indicating that work on smaller systems might provide just as good training.

But while opposing the idea of cooperation on large systems, McCluskey said he believed in internship programs with industry, by which students could gain practical knowledge of the art would spend some time working in commercial settings. He said his ideas would be in large systems design and construction.

He said this internship would have to come at an "appropriate time in the student's career before he received his PhD, because after that his ideas would be too set in their ways."

Even better than sending students to industry for hands-on experience with large systems would be a reverse internship program where industry personnel would spend some time in the university environment upgrading their theoretical skills, he indicated.

He said he believed that students should work on small projects as opposed to the building of large-scale super computers, because they did not have to spend so much of their time worrying about construction details and could therefore get a quicker grasp of the necessary concepts.

"Mainframes are not the end-all of computer and digital sys-

tems design," he pointed out, noting there were excellent opportunities for innovation in peripheral equipment, small dedicated mainframes and non-computer-related digital systems.

Mike Flynn, professor of computer science at Johns Hopkins University, disagreed even further with the idea of cooperation between industry and the university.

Flynn said the universities should train their people in the theoretical aspects of computer systems design and science and let them gain their experience in the actual building of large systems when they enter industry.

At the same time, Flynn indicated that at times in the past the universities have had an almost unreasonable fear of attempting large design projects.

"Partly this fear has been justified," he added, however.

When undertaking a large system project, the biggest part of the job is not the theoretical design, but management of the different divergent tasks that have to be undertaken to actually produce the system.

The universities are not equipped with the requisite management skills needed to manage mammoth projects, he indicated.

"Corporations have enough difficulty fulfilling commitments to large-scale systems," he noted, adding he could not think of any large-scale project that had been completed in the allotted time frame.

The universities should not waste the student's time, he felt, in the actual details of construction of the systems, because their job was to teach the theory behind the systems, not fabricate them.

An intermediate proposal was outlined by Professor C. Gordon Bell of Carnegie-Mellon University, who reviewed a recent project he undertook involving some industry cooperation.

He said that Digital Equipment Corp. became involved in the project by helping to fabricate transfer register modules designed by students and faculty at the university.

After the modules had been built, he said students could use various modules to actually put together their own simple computer systems by wiring them together, allowing the students to build systems designed to meet certain specifications and to be geared to certain applications and functions.



## CW Photographer Asks: How Many Shows Needed?

By Molly Upton  
Of the CW Staff

ATLANTIC CITY—"There is a need for a computer industry show, but one a year would be sufficient."

This was the general consensus of several SJCC exhibitors here when questioned by ComputerWorld. While most suggested alternating between the East and West coasts, at the semianual jobs, others preferred alternating these with a midwestern location in the third year.

"A couple of years ago new products were everywhere, and six months was long time to wait before showing something. But the industry has reached a plateau. And users are no longer going to buy something because it's new," observed Tony Glinkas, marketing graphics manager of Electronic Associates Inc. "They are asking what the product is going to do for them."

EA's products, such as a huge plotter and a hybrid computer with remote terminals, are not designed for any particular industry, Glinkas feels that a computer industry show is the appropriate arena for exhibiting EA's products.

The Fall Joint was considered the better of the two shows by both Glinkas and Bob Peterson, terminal product program manager of Tektronix, who also favored one show.

"The Fall Joins seem to be more hardware-oriented," he said.

Len Zaw, exhibit manager for Teletype Corp., said he thought

location would be a key consideration in determining the number of shows. "About 70% of attendees at shows are from within a 200-mile radius, he noted. While not pleased at the attendance trend at SJCC, he said he would have to wait and review the results from this show.

Ron Hardaway, advertising supervisor of AT&T prefers one show a year, and suggested a site in the middle of the country. AT&T exhibits in about 65 to 80 shows a year, but Hardaway cited the need for a computer industry show that draws users from a spectrum of industries.

James McEwen, eastern area sales manager of Texas Instruments, said one show a year would be "best," and managed to convince skeptical Richard Jennings, TI's manager of computer equipment marketing, that the concept is feasible.

Jennings was concerned that one show wouldn't draw as many people as two, but admitted that if the industry stays static, the consideration of vendor costs in two shows is a significant factor.

Kevin Nowlan, western regional manager of Decision Data, said he favored one show a year, "so long as it's on the West Coast."

R. Kudisch, eastern regional sales manager for ICC Milgo, advocated two shows a year. "You have to look at the overall picture," he said. "We see a large number of prospective users at the Joins," he added.

## Uncapher Challenges Industry to Help Government

By a CW Staff Writer

ATLANTIC CITY—Computer industry must act now to help "national goals and priorities" to assure the "effective utilization of computer technology, to further understanding of its nature and potential."

Kath Uncapher, outgoing AFIPS president, challenged the computer industry with these words last week at a "State of the Industry" SJCC address.

In addition, Uncapher stated that the industry should help the government "provide the incentive and stimulus to a major and ongoing research and development program" in the field of computer techniques.

To further this goal, he called for the establishment of a "central office in Washington, D.C., to provide a focal point for the entire computer field, to enable the computer field to speak with a single voice, to help establish where we are, where we want to go, and what we have to do to get there."

The office, which would be established by AFIPS or some other group, would have six main functions.

- "Initiation of a series of studies leading to the establishment of a center for the computer industry. This commission would have as its prime purpose an in-depth study of all aspects of our field including those of

an economic, technological and professional nature.

- "The undertaking of specific studies in such areas as government funding practices, regulatory procedures and R&D incentive programs."

- "The establishment of a common meeting place for the computer field within Washington with ample facilities for conferences and seminars—including briefings for members of Congress and their staffs on issues of national importance."

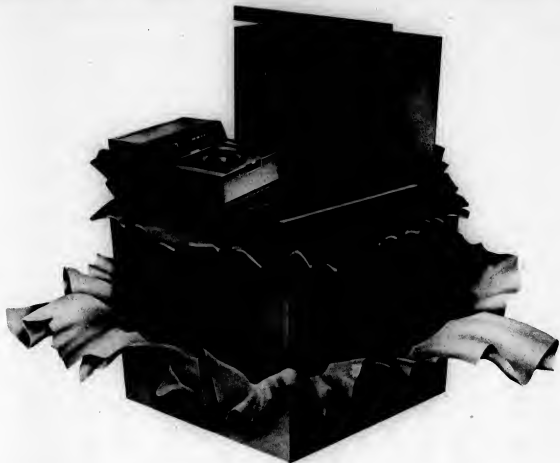
- "The setting up of a central clearinghouse for expertise in all areas related to the employment of computer technology in the national interest."

- "The investigation of possible new legislation which may be needed to insure the continued application of our technology in the public interest and in keeping with national goals."
- "The continuing investigation of critical areas of our technology, important new applications and the promotion or provision for concrete incentives for essential R&D programs."

"What we need to concentrate on now," Uncapher said, "is our responsibility to make our systems perform in keeping with the real world needs of the ultimate users—to improve the problem-solving capabilities of the user in keeping with his own needs."



# BREAKTHROUGH!



## ITEL'S unique new Packaged Lease Program may be the most significant announcement since the introduction of the 370.

Now there's a new way to lease an IBM System/370 from ITEL on a short term basis with complete flexibility and surprisingly large savings. The ITEL Packaged Lease Program lets you lease a complete computer package consisting of System/370, ISS Disk Drives, and AMS Monolithic Memory.

**Lease terms range from 3 to 8 years, and savings can be as great as 60% of IBM rental!**

ITEL'S Packaged Lease Program may be the most comprehensive leasing program ever offered. Just look at the advantages of this package: All equipment is from a single source, ITEL. You can upgrade from one model of 370 to another during the terms of the lease. You get advanced

technology Disk Drives and Monolithic Memory. And you get remarkably flexible lease terms.

ITEL has the unique capabilities required to make such a lease: financial resources and expertise. (ITEL has over \$260 million in 360 and 370 leases in effect.) Monolithic Main Memory from Advanced Memory Systems, Inc. And Disk Drives from our Information Storage Systems Division, which have set the industry standards for reliability.

Get all the facts on ITEL'S Packaged Lease Program. **CALL THE PRICE/PERFORMANCE PEOPLE AT ITEL.**

**ITEL**  
CORPORATION  
One Embarcadero Center  
San Francisco, California 94111  
Phone: (415) 999-6230

### CUT YOUR COSTS

CW-5-24

ITEL Corporation, DPG  
One Embarcadero Center  
San Francisco, CA. 94111

Please provide me with more information on the Packaged Lease Program.

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Present system \_\_\_\_\_



# Independent Memory Makers Weathered Maintenance Storm

By E. Drake Lundell Jr.  
Of the CW Staff

**ATLANTIC CITY**—The replacement and extended memory markets have weathered the IBM maintenance threats of last winter and will jump dramatically this year, marketing managers for major firms in the field agreed here last week.

At the same time, many of them said the IBM moves helped the industry, because of the viability given to extended memory in the fight over who would maintain the mainframes. With this year behind them, the group is now actively getting started in the IBM 370 markets, with most of the marketing managers here believing it was mandatory for a firm in the business

for the long haul to have 370 capability.

"It is hard to tell how many customers we lost because of the IBM moves," according to Roger Goetz, vice-president for marketing at Computer Investors Group, which markets the Data Recall units.

"At the beginning of the year we were shipping 3 to 4 units a week and that dropped to 2 to 3 units a month right after the IBM announcement. Although the 360/30 memory replacement market has picked up," Goetz said, "we have yet to see the enthusiasm in the market pick up to the level prior to the IBM moves."

But at the same time, overall business for the firm has been up

significantly so far this year, with replacement and add-on sales to the 360/40 and 360/50 market holding well while the 360/30 sales were dropping, he added.

While "it's hard to say" how much the IBM moves affected Data Recall's business, Ken Geason, national sales manager, estimated that the order rate for 30 equipment dropped around 40% right after the IBM moves.

The maintenance moves not only affected the sales of 30s with memory beyond the IBM limits, but it also affected replacement sales in the 30 marketplace, Geason said.

Users, he said, adopted a wait and see attitude toward replacement and extended memories, due to the IBM moves, he said, adding that this attitude lasted for around four months.

"During that time sales were on a plateau, and we haven't really reached the old sales curve on the 30s. We're still lagging a little," he said.

One of the reasons growth hasn't picked up to its old levels, Geason said, is that users are adopting a wait and see attitude toward the IBM promise of "best efforts" maintenance on 360/30s extended beyond 64K.

"No user," he said, "really wants to get stuck if this best efforts maintenance doesn't work out. They want to see how it is working before they make the move."

At the same time, Geason was quick to point out that to his



CW Photo by E.D. Lundell

Geason and Goetz talk over the extended core memory market and the rough winter in the 360/30 marketplace after IBM threatened to withdraw maintenance.

knowledge "IBM has indeed supplied true best efforts" to users of extended 360/30s.

Most users have had very few problems with maintenance since the issue was resolved, he said, noting that the IBM attitude seemed to be very cooperative today, especially when compared with last winter.

"The scare tactics are over," he said, adding, "It's too bad that they weren't more cooperative before so we could resolve the maintenance issue without getting users scared away from the independents first."

Dick Egan, vice-president of marketing at Cambridge Memories, agreed the IBM moves hurt 30 business, but added that lately there has been a "rush of big orders" for 30, 40 and 50 memories.

The IBM moves caused a "temporary freeze" in the business, according to a spokesman for Ampex, which did not show at the conference here last week, but came to see what the com-

petition was up to.

"The move caused a number of our potential customers to interrupt their plans, but the market seems to have come back strongly since the issue was resolved," he said.

All of the marketing managers agreed that their firms had to be in the 370 marketplace because users were demanding that suppliers of 360 memory be capable of upgrading to 370s when the user decided to upgrade to a 370.

Geason said that Fabritov would be introducing its 370 memory line this year with shipments for 370/155s and 165s slated for late this year.

Ampex did announce during the show that it had made a first shipment to the 370 market with an installation up and running at Outboard Marine in Chicago.

Goetz from Computer Investors said they planned to make their first 370 shipment later this month.

## UCC Communications Controller

- Simultaneous front end for any combination of 3 IBM, UNIVAC or CDC CPU's
- Handles multi-manufacturer terminal network
- Reduces communications overhead in CPU
- Handles lines from 2,000 BPS to 50.0 KBPS
- Full-duplex operation
- On-line peripherals
- Core memory expandable to 65,000 words
- Console control
- Programmable
- Over 50 systems in operation

For a free descriptive brochure—write: Vice President-Product Marketing, UCC Communications Systems, Inc., 1410 UCC Tower, Dallas, Texas 75222. Or call collect: (214) 637-5010

**UCC**

UNIVERSITY COMPUTING COMPANY  
PERFORMANCE IS OUR PRODUCT

## Old-Timers Asked To Give Up Data

WASHINGTON, D.C.—Early hardware and software designers are being asked to contribute their thoughts to the computer history project at the Smithsonian Institution here.

Cosponsored by the institution and the American Federation of Information Processing Societies (Afips), the project was first opened in 1967, as a part of the Smithsonian's Museum of History and Technology.

Walter M. Carlson, chairman of the project's advisory committee at Afips, said the committee is "constantly amazed at the amount of unpublished material being volunteered" by individuals who participated in the "early stages" of computer development.

"We need to gather enough momentum to begin catching up on the 1935-1955 period when the pioneers of that era are still alive," he commented.

The committee is also seeking financial assistance, about \$75,000 per year during the next five years, Carlson said.

The collection includes working papers, manuals, unpublished reports, drawings, photographs and related material covering major developments in computer technology.

Interviews are also taped and included as part of the project, and about 80 individuals are currently represented in 400 hours of these interviews, Afips said.

A brochure on the project is available from Afips headquarters, 210 Summit Ave., Montvale, N.J. 07645.

## PUBLIC SALE OF COLLATERAL

June 1, 1972

The Western Pennsylvania National Bank (WPNB) of Pittsburgh, Pennsylvania having a security interest in a computer system, program, master file and documentation called ECHOLARSHIP SEARCH, being the property of Educational Guidance Systems (EGS) at 342 Madison Avenue, New York, N.Y. 10017, has declared the obligation of EGS to be in default and has appointed Hilmar Kreimer Esq., 1617 First Avenue, Pittsburgh, Pennsylvania 15212, as independent auctioneer to sell said systems and related material at public sale. WPNB reserves the right to bid at public sale.

Mr. Kreimer has set Thursday, June 1, 1972 at 2:00 P.M. at his office at a time and place of sale. Terms will be cash or Pittsburgh funds. The amount of debt is \$28,897.32. For more information call Douglas Raymond of WPNB, (412) 462-6100.

## Do you need more core on your System 360?

Your data processing needs may be satisfied in the most efficient and economical way by increasing core storage on your installed 360. We have IBM CORE available for lease or purchase at attractive rates:

	From	To
360/40	128K	192K
	128K	256K
	256K	384K
360/50	128K	256K
	256K	384K
	256K	512K

All core qualified for IBM MAINTENANCE.  
Contact our nearest office for information

## BANKERS LEASING CORPORATION

Marketing Representatives for

### Debold Computer Leasing, Inc.

Boston	(617) 264-4850	Los Angeles	(213) 345-3732
N.Y., N.J., Conn.	(202) 325-7378	San Francisco	(415) 397-1394
Atlanta	(404) 525-2282	Chicago	(312) 335-6445
Baltimore	(301) 825-2282	Detroit	(313) 642-4415



## U.S. Productivity Seen Dependent on DP Exports

**By E. Drake Lundell Jr.**  
Of the CW Staff

**ATLANTIC CITY**—The computer industry represents one of the nation's "best hopes" for increasing productivity and aiding the national balance-of-payments problems, according to Marinus van Gessel, acting director of the Commerce Department's Bureau of International Commerce.

The industry, he said, "is one of our country's best hopes for increasing exports. Properly applied information processing increases our productivity and makes our goods more competitive overseas."

"In addition," he continued, "American computer technology is more advanced than any other in the world and is a bestseller in the international marketplace; your statistics prove the point — U.S. exports of computers and parts rose from \$295 million in 1966 to well over \$1 billion in 1971."

### 'World Trade Day'

Van Gessel's remarks came at the first "World Trade Day" sponsored by Afips in conjunction with the Spring Joint Computer Conference in an effort to boost industry participation in the semiannual show and to better serve the needs of exhibitors and other industry firms.

In order to improve the balance-of-payments problem which has affected the U.S. economy, van Gessel said, the administration had established a long-term export goal of \$125 billion by 1980, up almost four times from the \$44 million registered in 1971.

"To put this goal in a more immediate time frame," he said, "it means that we have to export \$60 million in 1974."

In order to improve trade, van Gessel said, the U.S. must "have better and new plants so we can improve productivity;... win the fight against domestic inflation;... have fair treatment in overseas markets."

In addition, he called on industry and specifically the computer industry to make a strong commitment to international trade and marketing.

In an area of great interest to the computer industry, van Gessel said: "We are also very much involved in addressing ourselves to the dilemma of our antitrust policy as it relates to the special situation of the exporter."

"Some of our businessmen feel that a law designed in 1890 to control domestic trusts makes it difficult for them to compete overseas. There is interest, therefore, in a review of the antitrust area as it affects our international activities."

### Multinational Companies

He also said that the administration was beginning to pay more attention to the role of multinational companies in the U.S. trading picture, and all the major computer manufacturers are clearly in this class.

"Studies show," he claimed, "that these so-called multinational companies not only have contributed to our own economic base in terms of profit and jobs — but are a vital vehicle

for transferring our technology and skills to developing countries, and conversely bringing to the U.S. unique foreign technology as well as increasing amounts of raw materials.

"Multinationals," he continued, "are obviously making a significant contribution to our world trade position."

The U.S. Government, he said, must "take even more vigorous steps to provide our international businessmen with the same degree of services and support as our competitor countries."



(CW Photo by E.D. Lundell)

Non-U.S. exhibitors at SJCC were fewer this year. Fuji memory was one of the two or three entrants from Japan.

**96-column cards**  
**We punch and verify**  
**them.**

**Any quantity.  
Fast, dependable  
service.**

### Reasonable prices.

**DATACOUNT COMPUTER  
SYSTEMS, INC.**  
151 West 51 Street  
New York, N.Y. 10019  
Tel: (212) 757-9565  
Mr. J.G. Bechhofer

Remember when business was so simple you could figure things out with a pencil and a piece of paper?

**We've invented a way to  
keep life that simple:  
The T-Scan terminal.**

[illegible]

INOCULANS 4998  
NIVEL CHR 1996

12994  
TAX 650  
93301 \*184 = 13644  
SHUPPER  
OLA CRESCENT  
TOWN ONT NOV 13  
I I I I I I



# 3 Software Houses Improve Earnings, Revenues

Things seem a bit brighter in the software industry with three software houses, Applied Data Research, Informatics Inc. and Comnes, Inc., reporting improved earnings and revenues for various periods ended in March.

Applied Data Research reported record operating revenues for the first quarter ended March 31, and a profit for the period. Revenues reached \$2.1 million compared with \$1.6 million in the year-ago period, and earnings were \$13,590 or 1 cent a share compared with a loss of \$145,206 or 15 cents a share for the same period in 1971.

Informatics' earnings for the year ended March 25 increased by 58%. Earnings were \$424,000 or 28 cents a share compared with \$268,000 or 18 cents a share the previous year.

Revenues also rose, to \$17.5

million from \$16.5 million in fiscal 1971.

Figures include losses from discontinued operations of \$120,000 and \$159,000 respectively for 1972 and 1971, but excluded revenues from these operations.

Product sales for the year were up 40%, from \$4.6 million to \$6.5 million, and accounted for 37% of Informatics' revenues, according to President Walter F. Bauer.

Revenues from Mark IV, the firm's file management system, for the second consecutive year rose 30% over the previous year. Custom services dropped to \$11.1 million from \$11.9 million in 1971, which Bauer attributed to "the general sluggishness of the economy and a soft government market."

"All things considered, this was

one of the best years in the 10-year history of the company," Bauer noted.

Comnes' balance sheet for the first quarter ended March 31 showed earnings of \$146,800 or 2 cents a share compared with a loss of \$72,900 or 1 cent a share in the same 1971 quarter.

Revenues rose to \$1.7 million from a restated \$1.1 million in the year-ago period. The 1971 figures were restated to reflect a deferral of income from the Scott product into subsequent periods and to give effect to the equity method of accounting for income in unconsolidated affili-

ates.

The 1972 quarter revenues included \$113,400 of the deferred Scott revenues.

Increased revenues resulted chiefly from increased sales of the Dynaprobe and Amiga product lines, according to President Fred C. Ihler.

## Service Bureaus, T/S Firms Look Better

Several service bureaus and time-sharing outfits are reporting improved performance.

Applied Logic Corp. cut its six-month loss to \$321,000 or 19 cents a share from \$1.4 million or \$3.30 a share in the 1971 period ended March 31. Revenues increased by \$5,000, to \$1.2 million.

### Assets Restated

As part of the firm's "quasi-reorganization," the retained deficit as of Oct. 1, 1971, of \$10.3 million has been charged off against additional paid-in capital, and assets and liabilities restated at fair values.

A recapitalization agreement of September 1971 provides for a reduction of the total debt and rental obligations from \$10.9 million to \$6.8 million. These two steps "made a fresh start possible with the beginning of the current fiscal year," according to President Martin T. Mobach.

Applied Logic also increased its ownership of affiliate Mathematics Park, Inc. from 49.1% to 82.4%.

The company now has 28% fewer employees than it did in

March 1970, noted Mobach.

Applied Logic "has emerged from its struggle for survival during the past two years and is now gradually and prudently advancing toward profitable margins in the future," he observed.

Tncor Computing Corp.'s revenues for the quarter ended March 31 rose 28.7% to \$2.2 million from \$1.7 million in the first quarter of 1971.

Helped by a \$47,000 tax loss carryforward, earnings soared to \$111,000 or 2 cents a share, from \$20,000 in the 1971 period.

TCC's three regional centers had their best profit performance in the company's history, according to President Warren A. Wasson.

Rapidata Inc.'s first quarter revenues increased by 40%, to \$1.7 million from \$1.2 million, and earnings rose to \$188,359 or 21 cents a share, from \$143,374 or 17 cents a share in the 1971 period.

The 1971 figures included a tax loss credit of \$62,320 or 7 cents a share, so operating income more than doubled during the period.

A substantial growth in operating income for the year at Computer Dimensions, Inc. was wiped out by writing off discontinued operations of an associated computer typesetting firm.

Revenues rose to \$8.8 million from \$5.8 million in 1970, and income from operations climbed to \$138,826 or 9 cents a share, compared with \$8,874 or 1 cent a share in the previous year.

But writing off the discontinued operation resulted in a loss of \$174,677 or 11 cents a share compared with earnings of \$50,874 or 4 cents a share in 1970.

At Computer Servicers, Inc., earnings during the six months ended Feb. 28 rose 109%, to \$45,366, or 6 cents a share, compared with \$21,694 or 3 cents a share for the same period a year ago.

This increase was achieved despite a 20% reduction in service revenues, which were \$1.1 million compared with \$1.3 million a year ago.

The Birmingham, Ala., service bureau managed to cut the cost of the service by 37%, according to President Kenneth G. Robinson II.

## CONVERSION SUPPORT TO 370

SYSTEMP, INC., a Software Consulting Company has over four (4) years of successful experience in providing on-site support in the areas of systems design, programming and operations. SYSTEMP provides the following services in the conversion to 370 equipment:

- 1) Systems programming software support
- 2) Program conversion assistance
- 3) On the job education and training
- 4) Computer operations management and support

For further information, please contact: Peter J. McLaughlin

**SYSTEMP, INC.**  
380 Seventh Avenue  
New York, New York 10001  
(212) 736-7635



**Computer expert?** More a commuter than computer expert. He's a highly trained, highly compensated moving van operator. But his specialty is moving intricate, valuable products.

He belongs to Atlas Van Lines' Special Products Division corps of van foremen. He knows that he's driving under stricter regulations and rules than other drivers. He also knows that he's compensated better than most van operators in the moving industry... and there's a list of other qualified operators waiting to take his place if he slips up.

But he doesn't make mistakes. He delivers your computers intact and on time. He gets a reputation and a job... and he wants to keep both.

He's part of Atlas. He listens and learns... to serve you better.

**Atlas Van Lines®**  
Special Products Division

For special attention, call collect to Wayne Kuhlman (812) 422-7961

## SPECIAL WESTERN PRESENTATION BY POPULAR REQUEST

### THE COMPUTER INDUSTRY: NEW DIRECTIONS IN THE 70'S

Full Day Seminar With Market Forecasts for

- Computer Mainframe Shipments
- Computer Services & Timesharing
- International EDP Markets
- Computer Leasing
- Software & Supplies
- Independent Peripherals
- Minicomputers

Participants receive a detailed, 60-page book of industry forecasts, market shares, trends.

For reservations contact Seminar Coordinator  
(617) 980-4020



**INTERNATIONAL DATA CORPORATION**  
60 Austin Street, Newton, Mass. 02180

The leading market research firm for the computer industry

June 20, 1972 Airport-Marina Hotel, Los Angeles

**INTERNATIONAL DATA CORPORATION**  
60 Austin Street, Newton, Mass. 02180

YES: Please reserve a place for me at the International Data Corporation briefing session on the Computer Industry to be held at the Airport-Marina Hotel, Los Angeles, on Tuesday, June 20, 1972.

☐ Bill my company. ☐ Bill me. ☐ Check enclosed (\$195.00).

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone \_\_\_\_\_



## Computerworld Stock Trading Summary

All statistics  
computed, computed  
and formatted by  
TRADE★QUOTES, INC.  
Cambridge, Mass. 02139

## Earnings Reports

	1971	1970
Ernd	\$ .02	..
venue	2,982,687	\$2,963,...

	1971	1970
Shr Ernd	\$8.02	.....
Revenue	2,982,687	\$2,963,741
Spec Cred	499,399	511,161
Earnings	14,506	(228,197)
3 Mo Shr	.03	.....
Revenue	790,914	602,255
Spec Cred	417,905	.....
Earnings	25,905	(283,910)

a-From settlement of antitrust litigation, less loss on sale or liquidation of subsidiaries. b-From sale of company-owned subsidiaries.



# GRASP— the first true software alternative to more hardware.

## Software Design, Inc.'s advanced DOS package...the complete solution for over 300 satisfied users.

Before you make the move to additional hardware or the transition to OS, you owe it to yourself to know the GRASP story.

In operation throughout the free world, GRASP has saved hundreds of our subscribers the kind of important dollars in hardware and manpower that no company can afford to overlook.

But more important as DP management, you're taxed with the problem of providing complete service to your company and perhaps many divisions or subsidiaries. What will it be for you? More hardware and people? Or GRASP? *GRASP dramatically increases your production with no additional hardware.*

Very simply, GRASP is an automatic spooling/buffering system with very modest requirements of core and disk.

Our system is very easy to install. And, we provide you with the kind of implementation support that you'll not get from any other source.

If you don't spool, GRASP should be considered. It will increase system availability from 15% to 30%, thus reducing overtime of both people and hardware. With GRASP, you can effectively spool on 20 cylinders of 2311 and 4K of core with NO CHANGE to existing programs or procedures. And within 15 minutes of installation.

If you use POWER you are paying too much for the core and disk it consumes, you're not getting the throughput you should, and you're lacking some important capabilities—like another partition, OS-type Load Libraries, and Partition Priority Balancing to name just a few.

If you are looking at OS, look at the costs, both one time and continuing, then look at the capabilities you get, then look at DOS-GRASP/II. Many DOS users find the latter the right alternative.

*For complete information,  
call us at any of our locations.*



## Software Design, Inc.

999 North Sepulveda Boulevard, El Segundo, California 90245 (213) 322-8540

Boston  
(617) 661-8550

Chicago  
(312) 325-8171

Connecticut  
(203) 775-3828

Detroit  
(313) 861-8111

New York  
(212) 757-7498

San Francisco  
(415) 441-8934

London  
(OI) 668-1156

In Canada: Comserve, Ltd., 2400 W. Eglinton Avenue West, Toronto 15, Ontario, Canada